

# LIFE



## HOW STRONG IS JAPAN?

AUGUST 16, 1943

**10** CENTS

YEARLY SUBSCRIPTION \$4.50





## ARMY DAY — CROCODILES KEEP OUT!

*Illustration as described by the Army Medico*

Did you ever have to put a net across your bathtub — and share it with a crocodile? Sometimes, according to this medical corps captain, you have to do that for a bath — in the South Pacific Islands. Since “crocks” have finicky palates, with a marked partiality for legs, the kids put two nets across a stream and weight them down. Thereafter the “crocks” are on the outside — looking in!

You might not enjoy the bathing facilities of our boys in the service, but you’d heartily approve of their towels. For in many of their service packs are those same husky, durable Cannons you’re so proud to use in your own home. . . . You know how welcome a bath and a good towel are after a trying day. You can imagine how welcome to our men after long stints of marching or combat!

They need them more than we do. That’s why there are fewer towels for us. That’s why, too, it’s important that we take good care of those we have.



**Cannon Towels**  
CANNON SHEETS CANNON HOSIERY

### Millions of Cannon Towels

are now going to the Armed Forces. So you may find a smaller selection in the stores — fewer styles and a limited variety of colors. But the durable Cannon quality, the hardy quality that will see you through, remains the same. When the war is over, Cannon will again present the newest styles in the most charming colors.

**FOR VICTORY—BUY U. S. WAR BONDS!**



### HOW TO MAKE YOUR TOWELS LAST LONGER AND STAY "DURABLE FOR THE DURATION"

Launder before they become too soiled

Fluff-dry terry towels — never iron

If loops are snagged — cut off, never pull

Mend selvage and other breaks immediately

Buy good-quality towels — always the best economy





# Old Friends are Best

**Y**OU may not see them for weeks, months, years, but when the emergency arises there they are . . . willing, solicitous, trustworthy.

Many of you can remember your old family doctor and his little black bag with Listerine Antiseptic tucked in the corner. You felt better the minute he entered the house.

You can remember, too, the first time you were hurt and facing the danger of infection—a cut finger, a skinned toe, a cold coming on—how Mother brought Listerine Antiseptic out of the medicine cabinet to help you through your trouble. You felt good about that, too.

Aside from keeping abreast of the advances in medicine and bacteriology, doctors haven't changed greatly, nor has Listerine Antiseptic. In any home, their friendly presence lends, as always, a feeling of protection and confidence.

Make a friend of Listerine Antiseptic. It is a trustworthy first-aid in countless little emergencies when your doctor, deluged with really serious cases, may be delayed in coming.

LAMBERT PHARMACAL CO., St. Louis, Mo.

*"The same advice I gave your Dad . . .*

*LISTERINE ANTISEPTIC, often"*



*More than sixty years in service*

**BECAUSE OF WARTIME** restrictions you may not always be able to get Listerine Antiseptic in your favorite size. Rest assured, however, that we will make every effort to see that it is always available in *some* size at your drug counter.

This One



BOPQ-W80-RKLQ copyrighted material



## "PROTECTING THE AMERICAN HOME"



Thetford, Vermont, 1777. Mrs. Richard Wallace, the wife of the American soldier who swam across Lake Champlain through the enemy fleet to deliver important messages, was a true pioneer woman. She worked the farm single-handed while her husband was with his regiment.

## Freedom from the Ugliest Fear of All

Life insurance means to every woman, as it does to every man, freedom from the ugliest fear of all—fear of *want*.

Life insurance is simply a means of sending on into the future that part of your earnings which otherwise might be wasted—

- to provide you and your children with a reserve cash fund at a time when other money may not be available, or
- to assure you of a livable income for the rest of your life at whatever time you decide to retire.

### Why Women Who Work Like Life Insurance

The tens of thousands of women who are now gainfully employed, like the feeling of independence that comes from having money of their own.

Many intend to retain that independence by taking out life insurance on their own lives.

If later on you decide to stop working, it is possible for you to have in adequate life insurance—

- money to retire on; an income to supplement your Social Security plan;
- money to send your children through college;
- money to buy a home or to pay off a mortgage;
- money for traveling after the War;
- money to use, independent of your husband's help, for almost any need.

Buy U. S. War Bonds first. Life insurance is next in importance. Buy both if you possibly can.

## NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**  
MONTPELIER,

*A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE COMPANY, DEPT. 115, MONTPELIER, VERMONT

Without obligation to me, please send more complete information as to what life insurance can do for me.

- ☐ I am a housewife.  
☐ I have dependents.

- ☐ I am working.  
☐ I have no dependents.

Name.....Date of Birth.....

Address.....

## LETTERS TO THE EDITORS

### COL. MOORE'S HOMECOMING

Sirs:

Three cheers for LIFE in choosing this war's most deeply touching photograph as Picture of the Week for July 26!

JANE GIDLEY

Kinderhook, N. Y.

Sirs:

I wish you would print a picture of Lieut. Colonel Moore and his grand family facing the camera. Then we could see just what this hero and his loved ones look like.

AGNES NORKELUN

Greenport, N. Y.

Sirs:

I thought LIFE readers might like to see what Colonel Moore and his family look like face to face. The enclosed picture was taken right after Colonel Moore first embraced his daughter as shown in your Picture of the Week. He

These are prevalent practices in many defense industries and result in thousands of pounds of precious tool steel being taken out of circulation.

They are the equivalent of a soldier in an "under-gunned" outfit taking his weapon with him at the end of his watch, leaving the soldier on the following watch facing the enemy empty-handed.

DAVID W. COX

Denver, Colo.

Sirs:

Harold Keen mentions the fact that he and his brother part-time riveters spend a lot of time going back and forth to the refrigerator for rivets and that the time wasted is the subject of a good many fruitless discussions. As a self-styled efficiency expert may I suggest that they use corrugated shipping containers with some dry ice in the bottom. Then they could carry their rivets right to the working area and keep them cold at the same time in the portable boxes.



COLONEL MOORE AND FAMILY WALK OFF STATION PLATFORM

and his family walked off the station platform through a crowd of townsfolk who had come to greet him and ask about their sons and husbands in North Africa. The first thing Colonel Moore did after leaving the station was go uptown in Villisca to his old drugstore and buy a Coke and a hamburger, the first in 16 months.

EARLE L. BUNKER

Omaha, Neb.

### RIVETER KEEN

Sirs:

The article by Harold Keen in the July 26th issue titled "The Part-Time Swing Shift" was particularly interesting to me since I am doing the same work in one of the large aircraft plants in the Los Angeles area. We have a fine system to keep up enthusiasm and combat that tendency to lose interest in the job and quit after a few weeks, which Mr. Keen mentioned had cut down the number of part-time workers in his plant.

In order to get to our departments we must walk the length of the plant. We thus see many departments humming with activity. This never fails to lift me even though I might be weary from a strenuous day at my own work. Incidentally, at the end of the double-duty shift I always take another route out of the building over a ramp which passes directly over the lines of fighter and bomber planes.

Last week the president of the Junior Chamber of Commerce presented us with "Double-Duty" pins—a stimulant for our ego.

SCOTT HAYES

Hartford, Conn.

Sirs:

Harold Keen's efforts on part-time swing shifts are commendable but his expedient practice of finding an excellent rivet gun and bucking bars and caching them nightly after work is not.

If you choose, I shall personally see that samples are forwarded so that tests can be made to prove this suggestion.

W. S. NIELSEN

San Francisco, Calif.

● Riveter Keen will undoubtedly be grateful for the samples.—ED.

### HURD'S BOMBERS

Sirs:

We noted the unusual paintings by Peter Hurd of Army Air Force activity (LIFE, July 26) and enjoyed them. However we have found both Mr. Hurd and LIFE neglect the B-24 Liberator, almost as if a stepchild.

We who fly the B-24 are proud of its record in every theater as an out-standing heavy bomber.

Please favor us with some paintings of Liberators, so that we may "pin-up" our ship as our Flying Fortress friends do theirs.

LIEUTS.

HILBERT I. GREENSTONE

JAMES P. SPALDING

GEORGE J. STINCHCOMB

Army Air Forces  
Smyrna, Tenn.

Sirs:

Peter Hurd's latest pictures were perfectly wonderful. He has been painting arroyos and rabbit brush all the time he should have been over in Europe treating classical subjects with his calm paintbrush. His landscapes were perfectly beautiful.

C. L. BLOOM

Chicago, Ill.

### CANDLE FAIRYLAND

Sirs:

I thoroughly enjoyed your article, "LIFE Goes to 'The Fairyland of Candles'" in the July 26 issue.

Being a former student and a graduate of Lititz High School, the article

(continued on p. 4)





If you hear the operator say that, it means that the line you want is crowded and other calls are waiting. . . . We're sure you'll understand and co-operate cheerfully — in the interests of better wartime telephone service for *everybody*.



**BELL TELEPHONE SYSTEM**



ALAS, POOR BRISTLES!  
PRO-PHY-LAC-TIC USED TO PAY  
GOOD MONEY FOR 'EM



For years only hog bristle made fine tooth brushes. Then Science made round-end **PROLON**



Bonded Pro-phy-lac-tic

WITH PROLON BRISTLES  
A PRODUCT OF DUPONT CHEMISTRY

Far and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by du Pont.

"Prolon" is our trade name for the very finest grade of this du Pont synthetic bristle.

#### PROLON—no finer bristle made

So, when you read or hear competitive tooth brush claims, ask yourself this: How can the same du Pont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush? You know the answer . . . it can't!

#### Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented

process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every Prolon bristle in the Bonded Pro-phy-lac-tic Tooth Brush. See for yourself how much gentler these round ends are on tender gums!

#### And with PROLON these other "extras"

In addition to Round-End Prolon, the Bonded Pro-phy-lac-tic Tooth Brush gives you these three important "extras": 1. The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. 2. Scientific grouping of bristles to permit thorough cleansing of brush after using. 3. A written guarantee for six full months of use.

Next time, get the most for your money . . . get the Bonded Pro-phy-lac-tic Tooth Brush.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

P.S. We also make this 23¢ brush . . . the best buy in the lower-price field.



Pro-phy-lac-tic + NYLON  
Lowest priced Nationally Advertised  
Tooth Brush in the Country

## LETTERS TO THE EDITORS

(continued)

claimed my attention perhaps more than the casual reader. In my opinion the photography and historical sketch concerning the lighting of the candles were excellent, and my mouth watered when I read about those pretzels. In addition to its pretzels and candles, Lititz is also famous as the burial place of General John Sutter who first discovered gold in California.

H. G. GALEBACH  
Braintree, Mass.

### QUARTER HORSE

Sirs:

The photographs of Quarter Horses (LIFE, July 26) were very good and the accompanying text excellent.

WAYNE DINSMORE  
Secy.  
Horse & Mule Assn. of America  
Chicago, Ill.

Sirs:

I read with great interest your article on Quarter Horses in the July 26 issue. I must admit that Silvertone is a swell Quarter Horse, but in this part of Texas we think that Lucky Strike is hard to



LUCKY STRIKE

beat. He is kept at Egypt, Texas. I wish I had a picture to send to you. Maybe you could obtain one so the readers of LIFE could compare them.

T. S. LUBBACK JR.  
Houston, Texas

Sirs:

I was very pleased with your article, "Quarter Horse." People in general have a tendency of not liking a Quarter Horse as well as other horses because he is so short and stocky and they did not know what the Quarter Horse was really like. Now they do.

JEAN CARTER  
North Woodstock, Conn.

### VILLAGE ART SHOW

Sirs:

Your article on the Greenwich Village Art Show (LIFE, July 26) interested



me greatly and reminded me of a snapshot which I took at the show and which I enclose.

You can see that the appetites of Village artists are as simple as their sidewalk "studios."

I've lived in the Village seven years and wouldn't miss the art exhibit for anything.

IDA BRACE  
New York, N. Y.

(continued on p. 6)



HIS MACHINE GUN'S

Bark  
IS WORSE  
THAN HIS Bite

The newly recruited Chinook dogs are bad news for the Axis.

We wouldn't recommend this husky's bite. But his real job is to carry the Army's deadly light machine gun into action. And when that starts barking, things get worse mighty fast.

Our job is to furnish the fasteners that hold his gun. Which, incidentally, is one of many United-Carr assignments to keep fighting gear in good shape and ready to go.

UNITED-CARR FASTENER CORP., Cambridge, Mass.

**DOT  
FASTENERS**



# FREE

To New Members of the Detective Book Club

## NEWEST, LIGHTNING-FAST

# Perry Mason

## CRIME THRILLER!

## THE CASE OF THE BURIED CLOCK

by Erle Stanley Gardner

(1,700,000 of Mr. Gardner's mystery books were sold last year!)

### Who would want to bury an alarm clock in the MIDDLE OF A MURDER?

... especially since two possible suspects had already seen it! The murdered man had been caught red-handed with a shovel—either burying the clock or going to dig it up. It already bore so many sets of fingerprints that it would be worthless as evidence. And it was still ticking away merrily—but twenty-five minutes *slow*!

What did this buried clock have to do with the swindler—who didn't seem to care *who* knew about his \$90,000 embezzlement? What did it have to do with the glamorous widow who cooked for three tough hired hands—and didn't care *what* people thought? What did it have to do with a blood-stained bullet in the murder room—with blood that didn't match that of the corpse?

And, most of all, what did the clock have to do with Perry Mason's four clients? All of them looked as guilty as kids with jam on their faces. And two of them wouldn't even speak to him!

You've met Perry Mason before, haven't you? Then you know this famous criminal lawyer, whose own clients are usually such hot suspects themselves that the only way for Mason to defend them is to find the *real* killer!

This fast-thinking, faster-talking, fastest-acting sleuth is never above a little bit of—well, *stretching* the law a little to dig up his evidence! Perry Mason and his shapely secretary, Della Street, usually end up only one or two jumps ahead of the police themselves. It's a photo-finish every time—and *The Case of the Buried Clock* is no exception. In no time at all you'll find yourself up to the ears in this devilishly-concealed murder—with *your own* clock pointing to 3 A.M.!

Over 1,700,000 mystery books by Erle Stanley Gardner, Perry Mason's creator, were sold last year! When you get twenty pages into this newest Perry Mason thriller, you'll see why! *The Case of the Buried Clock* is *brand new, just published*. It's selling everywhere **RIGHT NOW** for \$2.00! But we want to **GIVE** you a copy of it, **FREE**—to show you the kind of topnotch mysteries you can get *every month* from the Detective Book Club.

### How This Club Brings You The Best Mysteries

Each month this Club offers to its members an attractive triple volume containing **THREE** modern detective books—for the usual price of only **ONE**! And **EACH** of the three is a complete, full length novel.

Do you realize that about 300 new detective books are published every year? You can't read them all. It's hard to find the best. But if a mystery is by an author like Agatha Christie, Erle Stanley Gardner, Rex Stout, R. Austin Freeman, Frank Gruber, or Frances and Richard Lockridge, it's sure to be good! All of these and many other famous writers have had their books selected by the **DETECTIVE BOOK CLUB**.

The selections of the club are **ALL** books that sell everywhere for \$2.00 each. Yet, as a member of the Club, you get three of them (a \$6.00 value) for only \$1.89! You do not have to take a volume a month—you may accept as few as four during the whole year and still save two-thirds the usual price on those you purchase.

### You Enjoy These Four Advantages

(1) Every month you are offered the cream of the finest modern detective books—by the best authors. (2) You save two-thirds the usual cost. (3) Your books are delivered right to your door. Each book is fresh, clean, unopened. It will be right at your elbow whenever you are in the mood, to read as leisurely as you please. (4) You will receive volumes so well printed, so attractively bound, that month by month, they will grow into a handsome library of masterpieces of modern detective fiction.

### Mail Coupon Now For Your Free Book

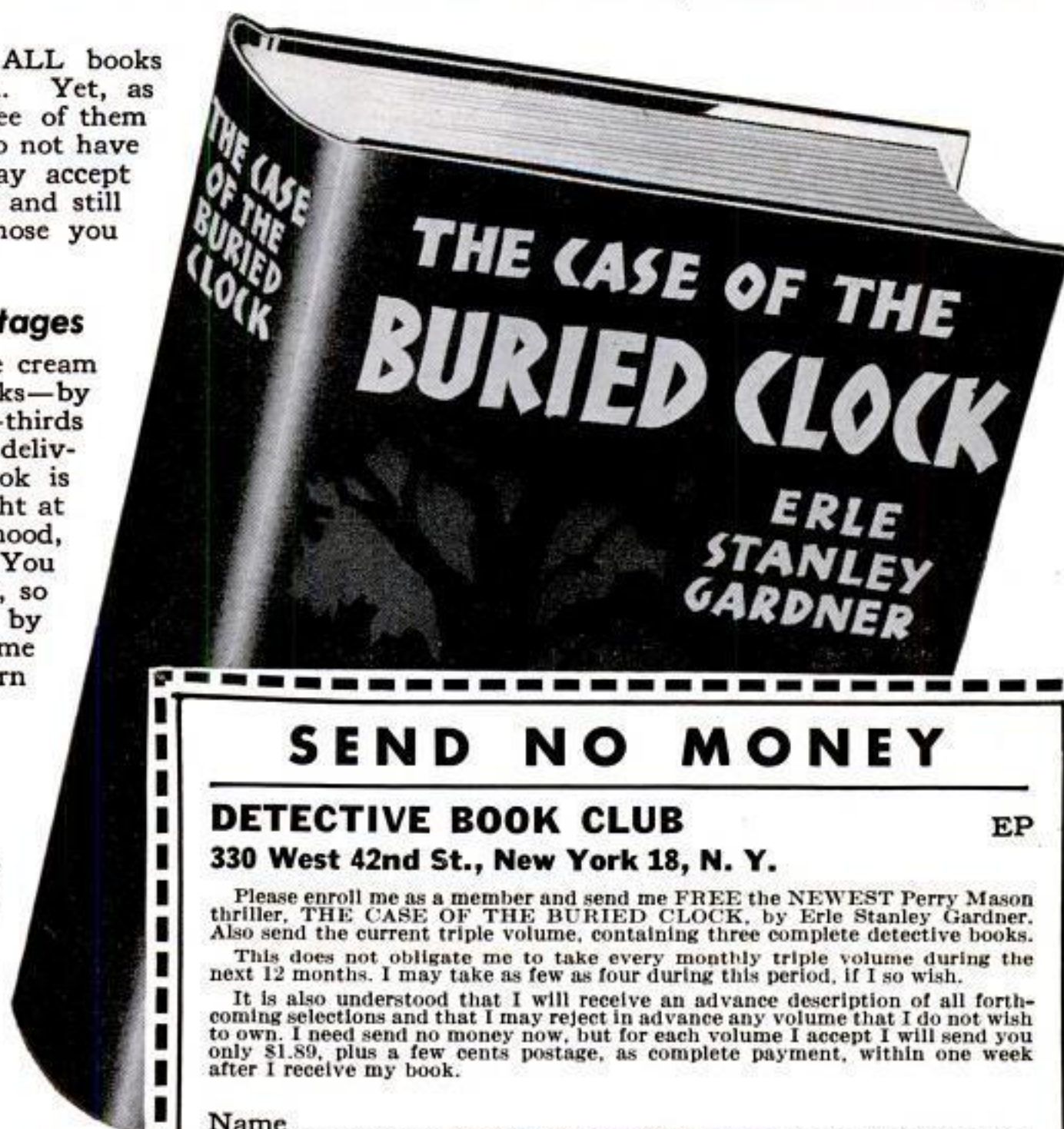
By accepting this **FREE** copy of *The Case of the Buried Clock* **NOW**, as a Charter Membership Gift from the Club, you will not be obligated to take every month's selection during the next 12 months. You may take as few as four during that time. You may cancel your membership whenever you wish. A description of the next month's selections will be sent you with each month's book, and you may reject in advance any volume you do not want.

You need send no money with the Reservation Coupon. **ASSURE** yourself of the privilege now



being offered to Charter Members. To get this spine-chilling mystery hit, *The Case of the Buried Clock*, absolutely free, **AND** the current triple selection, address the coupon at once to

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### SEND NO MONEY

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EP

Please enroll me as a member and send me **FREE** the **NEWEST** Perry Mason thriller, *THE CASE OF THE BURIED CLOCK*, by Erle Stanley Gardner. Also send the current triple volume, containing three complete detective books.

This does not obligate me to take every monthly triple volume during the next 12 months. I may take as few as four during this period, if I so wish.

It is also understood that I will receive an advance description of all forthcoming selections and that I may reject in advance any volume that I do not wish to own. I need send no money now, but for each volume I accept I will send you only \$1.89, plus a few cents postage, as complete payment, within one week after I receive my book.

Name ..... PLEASE PRINT PLAINLY

Address .....

City ..... State .....





## OUT FOR THE COUNT, BECAUSE OF DRY SCALP?



**TRY 5 DROPS A DAY FOR...**



**BETTER-LOOKING, HEALTHIER-LOOKING HAIR!**



**IT'S SO EASY:** Just comb a few drops of 'Vaseline' Hair Tonic through your hair or rub it directly on your scalp. It's just as easy as that to keep your hair neat, well-groomed all day long. And at the same time it checks Dry Scalp and loose dandruff by supplementing the natural scalp oils. For double care of both scalp and hair, massage generously with 'Vaseline' Hair Tonic before shampooing and rub a little on the scalp afterwards. Join the host of men who use 'Vaseline' Hair Tonic regularly. You will discover that it's different, because it contains absolutely no drying ingredients.

**Vaseline HAIR TONIC** 40¢ and 70¢  
REG. U. S. PAT. OFF.

## LETTERS TO THE EDITORS (continued)

Sirs:

The Village is one of the most colorful sections of New York but unfortunately people associate wild drinking parties and unkempt Bohemians with the Village and do not realize that many sincere artists, musicians and writers live in the Village all year around.

ALICE JONES

Cooperstown, N. Y.

### ENEMY WEAPONS

Sirs:

In your very interesting article on enemy weapons in the July 26 issue of LIFE, you mention Lieut. Colonel G. Burling Jarrett. He is the owner of the largest and most complete private collection of military relics in the country, if not the world. Lieut. Colonel Jarrett's collection has been exhibited in many of the larger cities of the U. S. However, the steel pier at Atlantic City, N. J. was the only place large enough to exhibit the entire collection which ranges from military insignia to the largest pieces of ordnance, not to mention a few dozen airplanes.

The U. S. Army is fortunate in having a man of Colonel Jarrett's knowledge and experience to handle the important job of examining and testing captured enemy ordnance.

H. G. YOUNG

Belleville, N. J.

● In the picture below Colonel Jarrett inspects one of his best pieces, a Pfalz (German) fighter from the last war.—ED.



### COMBAT TRAINING FILMS

Sirs:

Besides being among the worst set of war pictures yet published, your pictures of smashing faces and gouging eyes, in the July 26 issue, have left me speechless to say the least.

Of course, "All is fair in love and war," but certainly these tactics are those we associate with the Japs—not American soldiers.

Shame and horror!

HILDEGARD WITTIG

Tilton, N. H.

Sirs:

To plan and practice maiming in such a cruel and heathenish manner is more the action of a Nazi barbarian than an American. I can't forgive LIFE for printing the devilish pictures.

MRS. S. D. SMITH

Granbury, Texas

● "Kill or be killed."—ED.

### HOW TO FIX IT

Sirs:

I wish to congratulate you on your splendid article "How to Fix It" (LIFE, July 26.) I am sure it will be of great help to all LIFE readers.

GEORGE F. GARRETT

Wichita Falls, Texas

(continued on p. 8)

## 3 Main Deodorant Troubles-



### "ARMPIT PIMPLES?"

(Due to irritating chemicals)

You don't need to offend your armpits to avoid offending others! A new-type deodorant—Yodora—is made entirely without irritating metallic salts! *Actually soothing...* Yodora can be used right after shaving.



### CREAM GOES GRAINY?



Now you can end this waste! Yodora never dries, never grains. Stays smooth, creamy to the last.

### TOO STIFF TO SPREAD?



Such creams are outmoded forever by Yodora. Soft, delicate, exquisite—Yodora feels like whipped cream. Amazing—that such a fragrant, lovely cream can give such effective *powerful* protection.

Frankly, we believe you won't even finish your present supply of deodorant, once you try radically different Yodora. So much easier to apply! So much lovelier! Never fades or rots clothes. Yet you get powerful protection. Try Yodora today! In tubes or jars, 10¢, 30¢, 60¢. McKesson & Robbins, Inc., Bridgeport, Conn.

## YODORA DEODORANT CREAM



**"AND MCKESSON MAKES IT"**





Modern warplanes are really "flying artillery." Many of the latest fighter types are veritable batteries of Fire-Power. The famous P-38 "Lightning" shown here carries a cannon in the nose, surrounded by a cluster of machine guns.



Practically all combat vehicles used in land fighting—tanks, tank-destroyers, half tracks—are designed primarily as carriers of Fire-Power. They combine mobility with the punch of long-range cannon. PHOTO BY U. S. ARMY SIGNAL CORPS



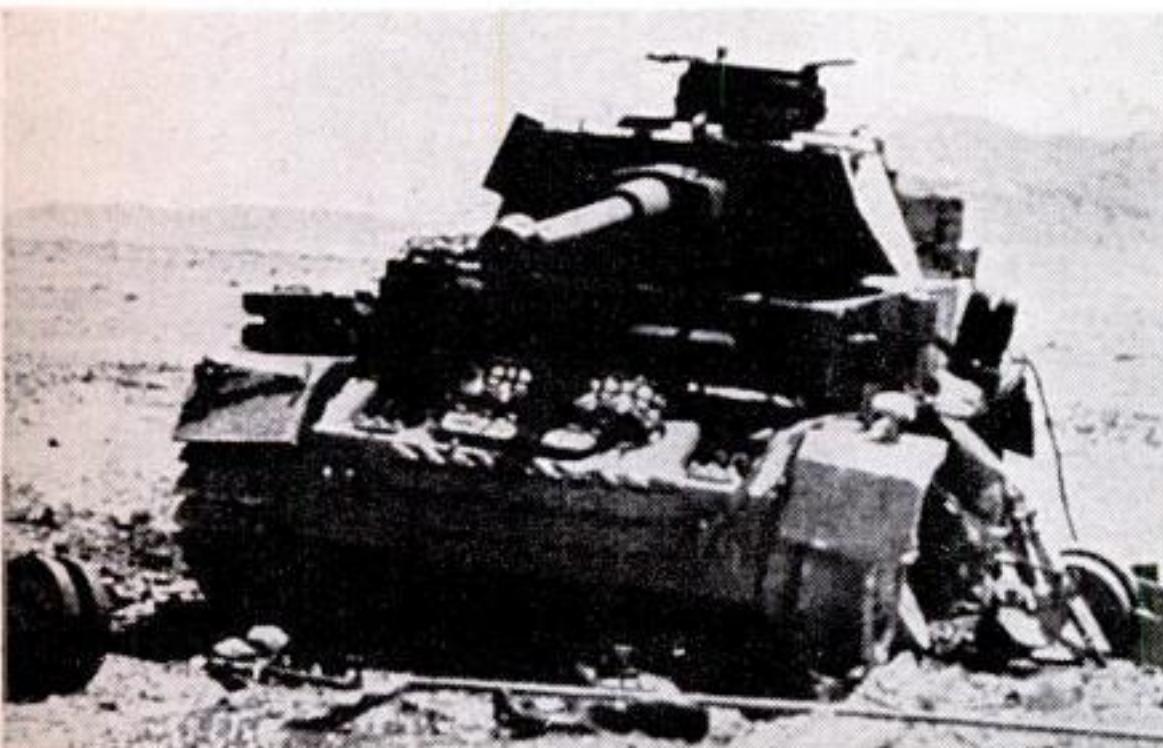
Warships, too, are "floating gun platforms," whose function is to bring their Fire-Power within range of enemy ships or shores—the right kind of Fire-Power, at the right place, at the right time. OFFICIAL U. S. NAVY PHOTO



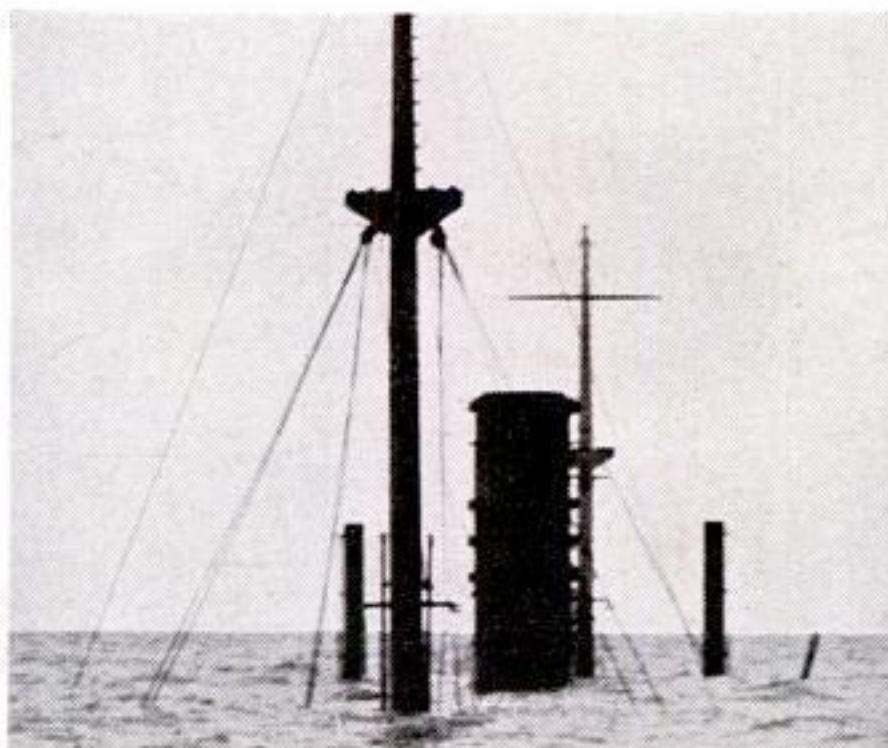
Our men must have guns and ammunition, not only to destroy the enemy, but also to protect themselves. "The best defense is a good offense"—the best protection is to have more Fire-Power than the enemy. PHOTO BY U. S. ARMY SIGNAL CORPS

*- all depend on  
**FIRE-POWER!***

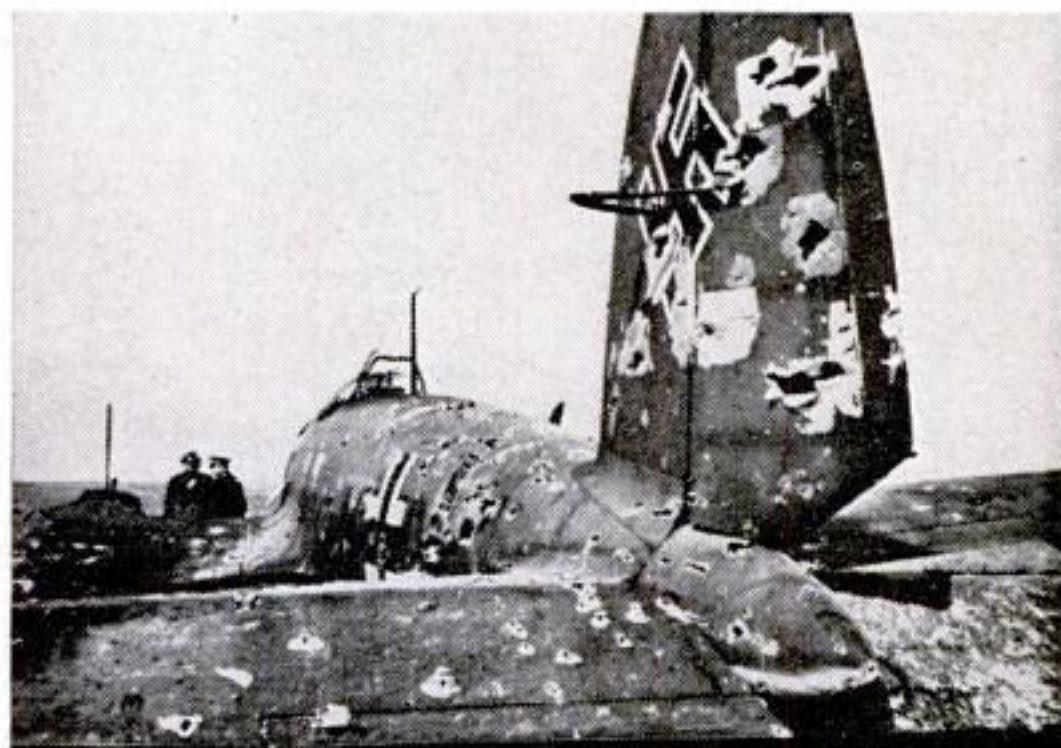
Modern warfare calls for *courage* and *skill* and the *will to win*. True... but it also calls for Fire-Power. No army could stop the Nazi Panzers barehanded. No air force could stand up against the Luftwaffe without the proper weapons. No navy could face the Japanese fleet without guns to fight with. In battle, other things being equal, the side with the greatest *Fire-Power* always wins!



Here's one enemy tank that will never roll into battle again. Allied fighting men stopped it—and smashed it into burning wreckage—with a devastating attack of Fire-Power.



Here's one enemy transport that will never carry troops again. Allied fighters sent it to the bottom with direct hits of Fire-Power.



Here's one enemy bomber that will never bomb again. Notice the holes in the tail. They show what Allied fighters can do with aerial cannon Fire-Power. ACME PHOTO

# OLDSMOBILE DIVISION OF GENERAL MOTORS

**FIRE-POWER  
IS OUR  
BUSINESS!**

Oldsmobile specializes in the production of Fire-Power—including both guns and ammunition, of many different types and sizes—Fire-Power for both Army and Navy, for use in the air, on land and at sea. Oldsmobile products include automatic cannon

for planes, high-velocity cannon for tanks and tank-destroyers, high-explosive and armor-piercing shell. Our product, Fire-Power; our job, Keep 'Em Firing! It's everybody's job to help Keep 'Em Firing, by Buying War Bonds and Stamps regularly.







WHAT'S HE SAY?

HE SAYS THERE'S  
**SOMETHING REALLY  
NEW IN DENTIFRICE**



War-Economy  
Container

10% More Powder  
No Higher Price

Powder in a revolutionized **NEW QUICK-FOAM FORMULA!** Feels more like

a paste when you brush, yet gives you powder's money-saving economy.

**NEW "WHIRLPOOL" CLEANSING ACTION** really gets down to work on dull,

lack-luster tooth surfaces . . . helps bring out the flashing natural brilliance

of enamel. And what a taste thrill in that **NEW WINTER-MINT FLAVOR!**

## LETTERS TO THE EDITORS (continued)

Sirs:

Your picture of the proper method of starting a nail is incorrect.

The enclosed diagram shows the proper method as outlined by the National Safety Council.

E. D. MACKENZIE  
Webster Groves, Mo.

### HOW TO START A NAIL



NATIONAL SAFETY COUNCIL No. 153

Sirs:

I suggest just one correction in the section on electric motor repairs. Good machine shop and automotive practice frowns on the use of emery for cleaning the copper commutators, as the sharp, shredlike particles of this abrasive often embed themselves in the soft metal and thus, acting like a grindstone, cause premature wearing of the carbon brushes.

ERIK VON LADAU  
Boston, Mass.

Sirs:

Since emery is a conductor of electricity it will short-circuit the segments of the commutator and effectively put the entire unit out of order.

May I suggest that sandpaper of a very fine mesh is the correct thing to use.

G. W. GARDNER  
Lanesboro, Mass.

Sirs:

Use No. 0 sandpaper.

W. C. HESS  
Fargo, N. Dak.

Sirs:

We always use No. 00 sandpaper.

EDGAR VAN GILDER  
Denver, Colo.

Sirs:

U. S. War Department Technical Manual Aircraft Radio Shop Practice says, "No. 000 sandpaper should be used."

SYLVAN RAPAPORT  
Detroit, Mich.

Sirs:

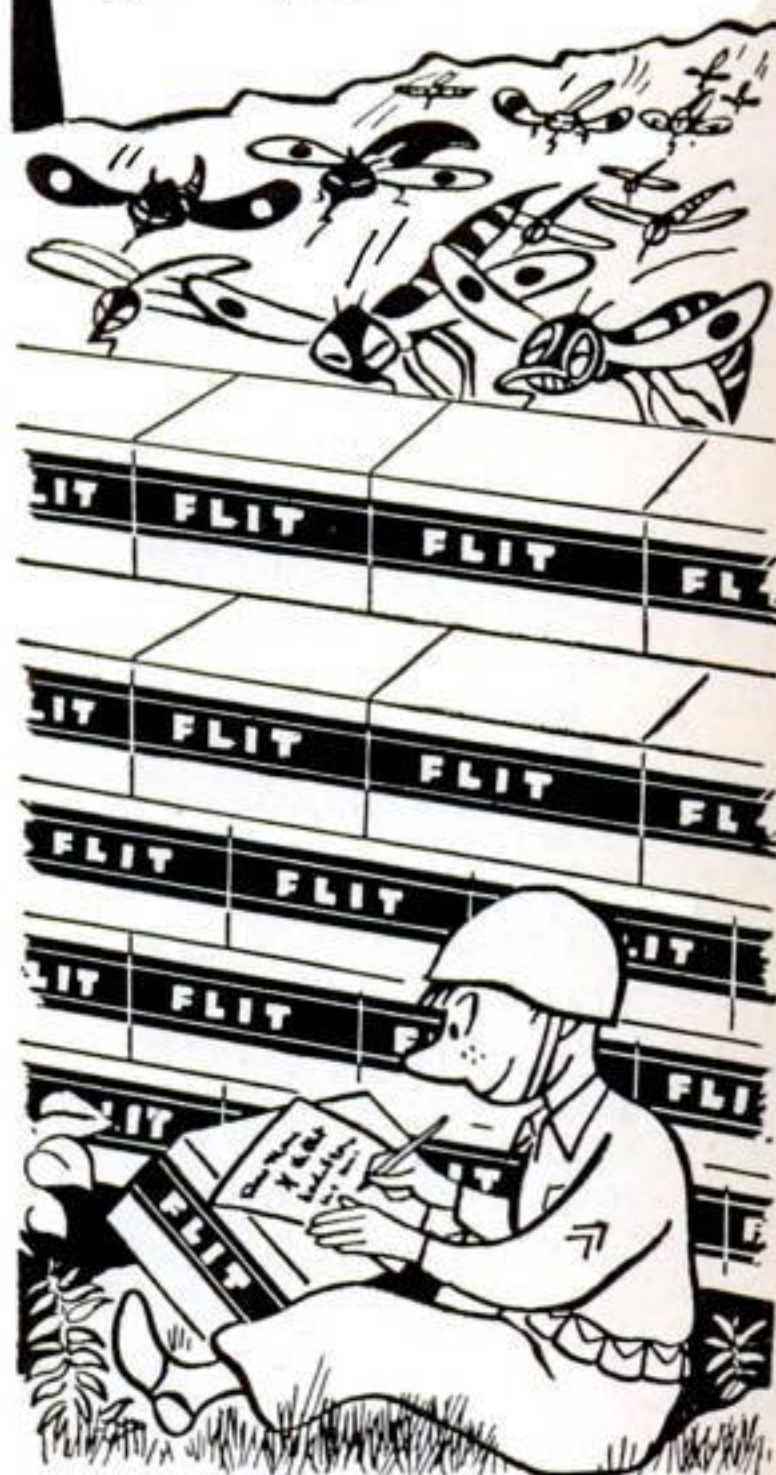
No. 0000 sandpaper should be used.

J. B. PORTER  
San Antonio, Texas

● According to General Electric, the nation's largest builder of electric motors, only Reader Van Gilder has the best method for cleaning the commutators of small motors.—ED.

Editorial correspondence  
should be addressed to:  
**THE EDITOR, LIFE  
TIME & LIFE BUILDING  
ROCKEFELLER CENTER  
NEW YORK CITY**

"Honest, Mom, if the  
**FLIT** hadn't come—  
we would have  
been eaten alive!"



● Our soldiers are sure glad to get **FLIT** — and all our other super-slaying insecticides. They're real weapons of war on many insect-infested battle-fronts.

Their spray of death kills many foul foreign insects just as **FLIT** blitzes your household pests here at home!

**FLIT** is Grade AA. It far exceeds minimum requirements of Commercial Standards C S 72-38 as issued by the National Bureau of Standards.

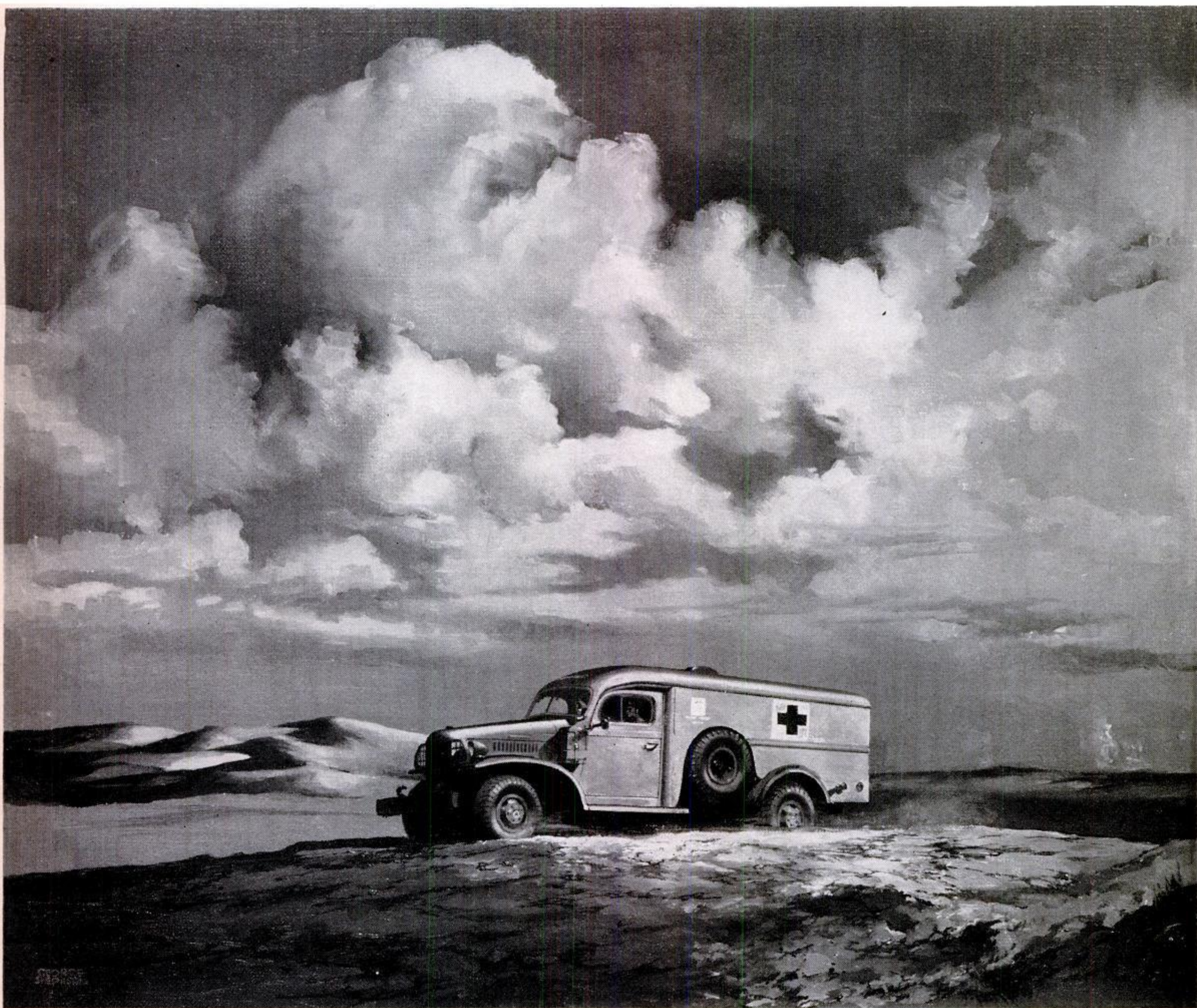
Insist on **FLIT** . . . the double-A killer. Buy a bottle—today!



Copr. 1943  
Stanco  
Incorporated

**KILLS** mosquitoes, flies, moths,  
bedbugs, roaches, ants,  
and other household pests.





## Dependable Vehicles of Mercy

**D**OCTORS, nurses and patients know well the staunch dependability of these Dodge vehicles of mercy.

They ably perform their errands of speed or risk and they bring rescue and comfort with them wherever they go.

They can take ditches and the mudholes in their stride and they are fast as combat vehicles.

With their insulation against heat, cold, and dust, they also contain their own forced ventilation.

They have gone with the Army right to

the battle fronts, and your own Dodge car or truck remains their counterpart in dependability at home.

Long before the war closed in on America, Dodge was again at its work of war production.

Dodge makes great varieties of the combat vehicles on which Army mobility depends. Also, for the Navy, Dodge makes some of the finest and most sensitive instruments of navigation to war's urgent demand...where proven craftsmanship and dependability are the only acceptable answers.

Dodge dealers, meanwhile, attend closely to their wartime responsibility of supplying essential parts and service to the millions of dependable Dodge vehicles at home.

Dodge today means *total* war production.

# DODGE

DIVISION OF CHRYSLER CORPORATION

[[ WAR BONDS ARE YOUR PERSONAL INVESTMENT IN VICTORY ]]





GREATEST DAMAGE CAME AFTER THE EARTHQUAKE ITSELF. HERE A TIDAL WAVE LEFT AN EVEN DEPOSIT OF BODIES AND WRECKAGE ALONG THE WATERFRONT OF RUINED TOKYO

# *SPEAKING OF PICTURES . . .*

*. . . THESE SHOW THAT HORROR IS NOT NEW TO JAPANESE*

Twenty years ago, on Sept. 1, 1923, the most disastrous earthquake in history struck Japan. Her great industrial cities were devastated as if they had been smeared by the hand of a mad giant. Nearly all that remained was laid waste by tidal waves and great fires, raging unchecked after the quake had broken water mains. In the entire city of Yokohama only two buildings remained standing. Around Tokyo's Honjo military garment depot 25,000 Japanese, huddled to seek refuge from the flames, were burned alive (*see lower right*). Another 600 perished in the collapse of a railway tunnel near Sasako. One tidal wave swept away 500 houses. At the time the dead were estimated at more than 300,000, but the Japanese, minimizing the disaster, have since reduced this figure to 90,000. In total effect only the present war has been a greater catastrophe to the people of Japan. These hitherto unpublished pictures show the fearsome carnage the earthquake left in Tokyo.

THESE JAPANESE TRIED TO ESCAPE THE GREAT FIRE BY HUDDLING IN A LITTLE AMUSEMENT PARK POOL, STILL PERISHED FROM THE INTENSE HEAT. STOIC SURVIVORS LOOK ON







MANY WERE DROWNED WHEN THEY TRIED TO GET AWAY FROM THE FLAMES BY LEAPING INTO TOKYO'S SUMIDA RIVER. THESE PICTURES WERE SUPPRESSED IMMEDIATELY BY JAPS

The rest of the world, particularly the U. S., came immediately to Japan's assistance, sending great quantities of food, clothing and money. The American Red Cross broadcast an appeal for a \$5,000,000 relief fund, got \$10,000,000. Another more curious American reaction to the quake came from an incident a week later. A flotilla of seven American destroyers, steaming briskly up the California coast in a night fog, ran aground one after the other on a rocky point near Santa Barbara. All of the ships were quickly pounded to pieces and sank. It was the worst navigation disaster in U. S. peacetime history and one of the classic blunders of all time. Embarrassed Secretary of the Navy Edwin Denby, a Harding appointee, hazarded the opinion that the ships were swept ashore by a tidal wave from the Japanese earthquake, the most preposterous piece of official beard-muttering to be heard in public until Calvin Coolidge some years later uttered the deathless state-

ment: "When a great many people are unable to find work, unemployment results."

The dogged, ant-swarmling energy of the Japs rebuilding their shattered country gave Occidentals their first real idea of the frightening persistence of this strange little people. In the Japanese themselves, the earthquake probably contributed to another mental change. These pictures show a few of the sickening clots of human bodies which piled up in the stricken areas. No one who had seen such scenes and smelled the stench of putrefaction, as many Japanese did, could escape the thought that human life is essentially cheap. The fatalism of the Japanese soldier in this war quite probably derives as much from this as from the tradition of the Samurai.

Much of the Japan which is today our enemy rose from the ashes of her ruined cities. The strength of this new Japan is one of World War II's great imponderables. For a debate on the problem "How Strong Is Japan?" see pages 87-99.

JAPANESE INSCRIPTION DESCRIBES THIS CARNAGE AS AREA ABOUT HONJO MILITARY GARMENT DEPOT, A BIG BUILDING WHERE 25,000 SOUGHT REFUGE ONLY TO DIE IN FLAMES



本邦被服廠跡惨状





# "My wife knows I can't build fighting ships on 'Sissy' food!"

says Ralph Goza, Beaumont, Texas, shipyard worker, husband of Health-for-Victory Club member, and father of 5 husky youngsters

**"Down the ways!"** Again and again, the defiant launching signal sounds out in busy shipyards on the Texas Coast. In Beaumont, in Orange, in Port Arthur, 24 hours a day, seven days a week, hardy men rivet and weld and break all records to send these ships to our far-flung battle fronts.

**It's a swift, steady pace.** A schedule that takes stamina and staying power and men physically fit and on their toes every minute of the day. And these hard-working soldiers of production are winning their fight against time.

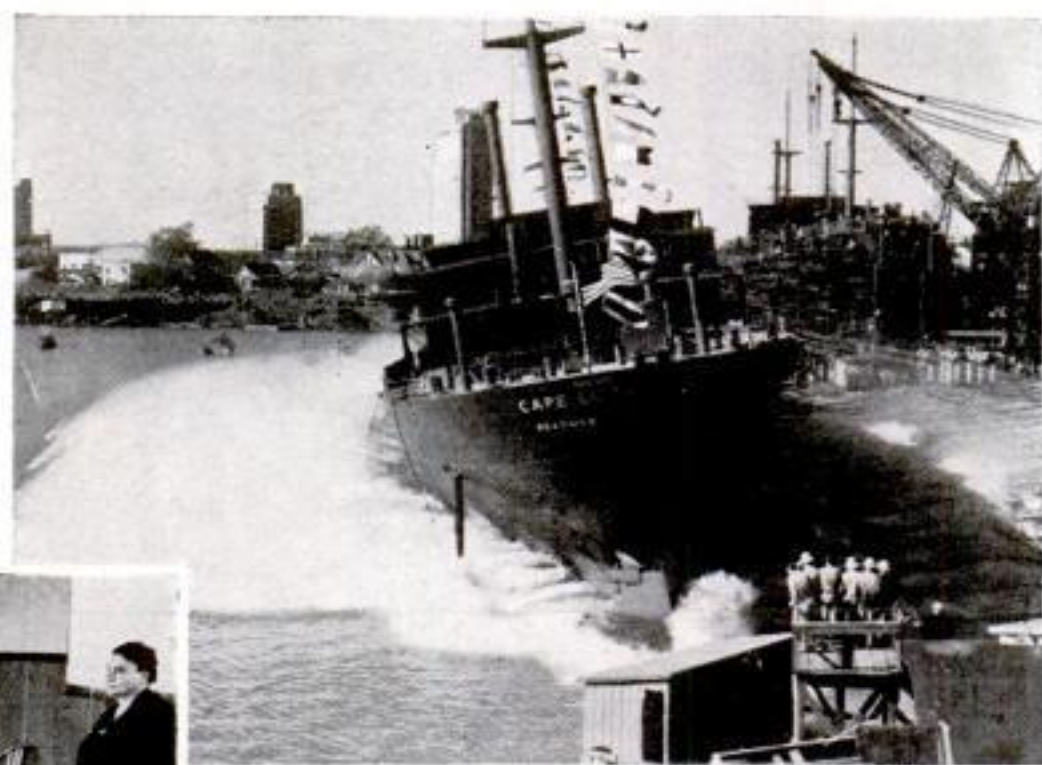
**To the women behind these builders of ships**—the wives, mothers and landladies of shipyard workers—goes plenty of credit. Every month these women, and thousands of others from New England to Pearl Harbor, attend Health-for-Victory Club Meetings to learn what foods will keep their men strong and healthy. To date, more than 1,300 war plants and other organizations are sponsoring H-for-V Clubs. Local home economists, like those of the Gulf States Utilities Co., demonstrate practical ideas on wartime meal planning.

**Already, a grateful army of 500,000 women** follow H-for-V Meal Planning Guides every month. Prepared by the nutrition-wise staff of Westinghouse Home Economics Institute, these helpful books give health-building menus and recipes for every day's meals. All menus are planned with an eye on ration points, budgets—and appetite appeal.

**Now these professional homemakers** have prepared still another fine book, "The Home Canning Guide". H-for-V member or not, you'll find it a gold mine of ideas to help you "put up" this summer's fruits and vegetables for next winter's meals.

**NOTE TO WAR PLANT EXECUTIVES:** Would you like to organize a Health-for-Victory activity for your employees similar to those being conducted by Gulf States Utilities at Beaumont, Orange and Port Arthur, Texas, as well as those at Baton Rouge and Lake Charles, Louisiana? Just call on Westinghouse. We'll gladly help you adapt the program to your requirements.

Flags flying, a gallant ship hits the water. The U. S. Maritime Commission takes this picture of the start of a proud and useful career.



40 winks for the youngsters, while their mothers attend H-for-V meetings put on by enterprising Gulf States Utilities Co.

Beaming with health, the Goza family—seven strong—sit down to a delicious H-for-V meal.



No after-lunch letdown for Dad, with this balanced H-for-V lunch under his belt.



**READY! NEW, PRACTICAL HOME CANNING GUIDE**  
48 pages of tested, detailed information on how to "put up" foods from Victory Gardens. Step-by-step directions for dehydrating; brining; 4 methods of canning; quick freezing; storing in pits and boxes. Written for amateurs, but full of useful hints for experienced canners, too. See your near-by WESTINGHOUSE RETAILER or send 10c for your copy to Home Economics Institute. WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY  
410 Fourth Street Mansfield, Ohio

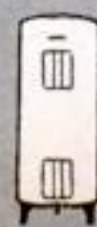
TUNE IN ON JOHN CHARLES THOMAS, WESTINGHOUSE PROGRAM, N.B.C., SUNDAY AT 2:30 P. M., E. W. T.

## Health-for-Victory Club

A CONTRIBUTION TO AMERICA'S WAR EFFORT BY

## Westinghouse

ELECTRIC APPLIANCE DIVISION





# SPEAKING OF PICTURES

(continued)



IN ASAKUSA AMUSEMENT PARK (SEE PAGE 10) BODIES ARE LAID IN NEAT ROWS



BURNED WISTARIA STANDS NEAR VICTIMS IN ANOTHER VIEW OF SAME PARK



EVERYWHERE IN TOKYO THE STREETS WERE CARPETED WITH CHARRED DEAD

## NEVER KISS BEFORE BREAKFAST!



WHAT'S THAT  
GOT TO DO WITH  
MY HUSBAND  
TREATING ME LIKE  
A STRANGER HIS  
WHOLE FURLOUGH?

SIS, KISSES AND  
BAD BREATH JUST  
DON'T MIX! SO TAKE  
MY ADVICE! SEE  
YOUR DENTIST  
BEFORE DON'S  
NEXT FURLOUGH,  
WON'T YOU?



HERE'S WHAT THE DENTIST SAID!

TO GET RID OF BAD BREATH, I  
RECOMMEND COLGATE DENTAL CREAM!  
FOR SCIENTIFIC TESTS PROVE THAT IN  
7 OUT OF 10 CASES, COLGATE'S STOPS  
ORAL BAD BREATH INSTANTLY!



COLGATE'S ACTIVE PENETRATING  
FOAM GETS INTO THE HIDDEN  
CREVICES BETWEEN TEETH—HELPS  
CLEAN OUT DECAYING FOOD PARTICLES  
— STOP STAGNANT SALIVA ODORS —  
REMOVE THE CAUSE OF MUCH  
BAD BREATH



LATER—THANKS TO COLGATE DENTAL CREAM

BIG NEWS, SIS!  
DON'S HOME! AND  
THANKS TO YOU—  
THIS TIME THE  
SITUATION IS  
WELL IN HAND!



COLGATE'S MAKES  
TEETH ACTUALLY  
SPARKLE—GIVES  
TRUE BRILLIANCE  
TO YOUR SMILE!



IT CLEANS YOUR  
BREATH WHILE  
IT CLEANS  
YOUR TEETH

Tune In! CAN YOU TOP THIS — Saturday Night — NBC Network





## How do you look to your child?

WHEN he turns up those eyes to you and smiles, questions, adores ... what does he see?

What do you actually look like to him? *How can you tell?*

Those eyes tell him only what they can! If they are not seeing as sharply as they should, he has no way of knowing.

It isn't always easy for parents or teachers to recognize the symptoms of defective vision. Many times, a child who's been surly and

unresponsive ... or backward in school ... has blossomed into a bright and likeable youngster when eye examination revealed the true reason for his troubles.

Very likely your child's vision is normal. But why not be certain of it? It's so easy, so comforting to know that *your* child is not handicapped by eyes that need care.

Make an appointment for that examination *now* — before your child starts the new school term.

*Soft-Lite Lenses are prescribed for children as well as adults to give needed correction plus the comfort of glare-free vision. Made by Bausch & Lomb, Soft-Lite Lenses are ground to individual prescription, are slightly flesh-toned, less conspicuous and better looking.*



AMERICA NEEDS YOUR EYES—HAVE THEM EXAMINED REGULARLY

*Soft-Lite Lenses*

SOFT-LITE LENS COMPANY, INC., 745 FIFTH AVENUE, NEW YORK, 22

*There is only one Soft-Lite ... identified by this certificate*



# LIFE'S REPORTS

## ALASKA HAS NO "CEILINGS"

by ROBERT SHERROD

Anchorage, Alaska

It is a long way from the western Aleutians to the rear areas of mainland Alaska. In distance it is about 1,600 miles from Attu to Anchorage. In reality, it is much further. They are two different worlds.

Everywhere on the mainland there is that feeling of being left behind. Soldiers whose fate it is to maintain garrisons have it—they feel doomed to carry on what is left of camp life. Civil Service girls and mainland nurses who contracted romances with soldiers are left behind, since the objects of their affections went "down the chain." Incidentally, there are many more women in mainland Alaska than is generally supposed—there may not be one for every man, but there is one for every man who seeks diligently enough, and many a girl spends a dateless evening involuntarily.

There are many differences between the Aleutians battlegrounds and the Alaskan left-behind areas. In Alaska there are pleasant, sunny days when the temperature is over 70; down the chain there are perennial fogs and chill, whistling winds. In Alaska millions of spruce trees dot the valleys and mountainsides; in the Aleutians there are no trees—only volcanic peaks and tundra moss and some short-lived flowers.

These are the things noticed by those few soldiers who get up the chain to the mainland once a century or so. But what these men (usually pilots) comment on most frequently is the matter of prices. On the islands it is almost impossible to spend money—\$30 may last a man six months—and many soldiers loiter around the post exchanges buying things they don't need, just to see whether money will still spend.

On the mainland it is different. It is not only possible to spend money; it is imperative, in a big way, unless the soldier hugs to his post. The minute he steps off the post his money begins to melt away as though some magical chemical reagent had got into his pockets.

### \$1.50 for a haircut

In Anchorage, for example, a chocolate malted in one of the town's excellent drugstores costs 40¢. Ice cream is a dollar a quart and a haircut costs \$1.50. A shoeshine is a quarter; so is a loaf of bread or a tomato. The daily *Times*, an eight-page newspaper, costs 10¢ a copy. Anchorage's main street is liberally sprinkled with liquor stores, but supplies are running low and the price is generally whatever is asked. Example: the town's most common brand of blended whiskey, something called "Tom Burns," approximating the peacetime \$1.49-per-quart variety, sells for \$6.50 per quart on one side of the street. On the other it sells for \$5. When the customer asks why, the girl in the second liquor store comments: "I was talking to that girl in the other store about that the other day. She said she couldn't see why people bought liquor in her store when it was cheaper over here." But the Alaskan attitude toward money is that the customer usually doesn't ask; he just pays. If he asks questions, he is likely to be told: "Nobody asked you to buy it." That is what a blonde girl soda jerker told a lieutenant the other day when he said: "A quarter for a Coke?"

Most of the vendors enjoy their somewhat exalted status. A laundry man was sitting at a lunch counter wolfing a plate of ham and eggs (\$1). Said he: "I tell you, it's a pleasure to do business like this. I went broke in upstate New York in 1935 on 29¢ suit cleaning; now I just love doing it for \$2.50 and they bring it in and call for it."

As might be expected, the night clubs lead the list of high-priced spots. The acme of Anchorage's night clubs is the Lido Gardens, run by a blond young man named Keith Capper, who admits his prices are high but insists, with some justification, that his product





*Fine as a Rare Jewel*

**PERSONNA**

*Precision Double Edge Blades*

**10 blades \$1.**  
and **WORTH** it

Worth it in superlative shaving satisfaction. Made by Master Cutlers for men who always insist on the best. Individually inspected to insure uniformly high quality. Try Personna—and see how much more pleasant, smooth and clean your morning shave can be. You'll be glad you paid the difference.

**PERSONNA BLADE CO., Inc.**  
EXECUTIVE OFFICES • 599 MADISON AVE • NYC

If your dealer can't supply you, send check or money order to Department J.

## LIFE'S REPORTS

(continued)

is the best. At the Lido one pays \$5 for dinner and 75¢ for highballs of strictly limited potency. But the steak on the \$5 dinner is the best this side of Chicago. And the vegetables are Birdseye frozen. Mr. Capper pays his chef \$800 a month. Because of the manpower shortage, Mr. Capper can offer no orchestra, but he has a very elegant juke box. Besides, the prettiest Civil Service employes in Anchorage may be found at the Lido, some in evening dresses which make the uniformed Army nurses envious.

Unrationed Alaska's prices bring salary discrepancies, naturally. The Civil Service stenographer makes 25% more than her sisters on the U. S. mainland and she may live on the Army base, but she can hardly hope to save money in Alaska, and few women come to Alaska with thrift in mind. The Alaska railroad is operated partly by civilian employes and partly by an Army railroad battalion, so it is not unusual to find a \$500-per-month railroad man working side by side with a \$50 soldier. Likewise, one may find \$1.90-per-hour longshoremen working alongside a soldier who has never stopped to figure his wages by the hour. But on the mainland, both usually manage to spend all they make.

The shortage of manpower and the lure of big money tempts some Alaskans into two jobs. Some soldiers on their days off—there are such things at rear bases—work in downtown stores for approximately a week's military wages. Julius Spiegal is a civilian policeman at the Lido. But Julius is not so sure he is as happy as when he was a flatfoot in New York's Chinatown. Says he: "Jeez, here I am making two hundred a week, but I sure did use to like to stand on the street corner and talk about baseball and things."

Not all those who double up during the manpower shortage are simply trying to get ahead or to keep up with the cost of living. The bartender at the Elks Club carries with him a \$10,000 bill which he likes to show his customers. He is a gold miner, but being gregarious, he quits mining once in a while and takes up his position behind the bar—just to talk to people.

## FLORSHEIM *Quality*

THE SOUNDEST SOLUTION TO RATIONED QUANTITY



**This year your shoes** have a more important job to do than just looking their best ... they must give you longer rationed wear. Florsheim Shoes are made to last longer—care for them this year and next—and depend upon Florsheim Quality to carry you through.

Illustrated, left to right: The DEARBORN, The MILBURN, The BROOKFIELD

*Most Styles*  
\$10.50 and \$11  
**Florsheim**  *Shoes*

THE FLORSHEIM SHOE COMPANY • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN

## VARICOSE VEINS

Need Not Keep You From Having

*Beautiful Legs*

A new two-way stretch stocking that gives perfect support entirely unnoticed under sheerest silk hose. Now, bulky elastic stockings are unnecessary. At Department, Surgical or Drug Stores.

SEND FOR BOOKLET



Mail Coupon Today

**BELL-HORN**  
*Tropical Weight*  
ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa. Send me helpful free booklet: New Facts about Varicose Veins and Beautiful Legs.

NAME .....

ADDRESS .....

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS



For supple drape, lustrous sheen,

For a glossy, pure black on fine Persian Lamb,

You can always depend on Hollander Featherlite Brand.

You'll see Susann Shaw  
in Columbia's forthcoming  
Technicolor production,  
"Cover Girl"

*Susann Shaw*

models for you this smart tuxedo  
Persian... a coat whose lasting  
loveliness is assured by  
Hollander's Featherlite Brand.

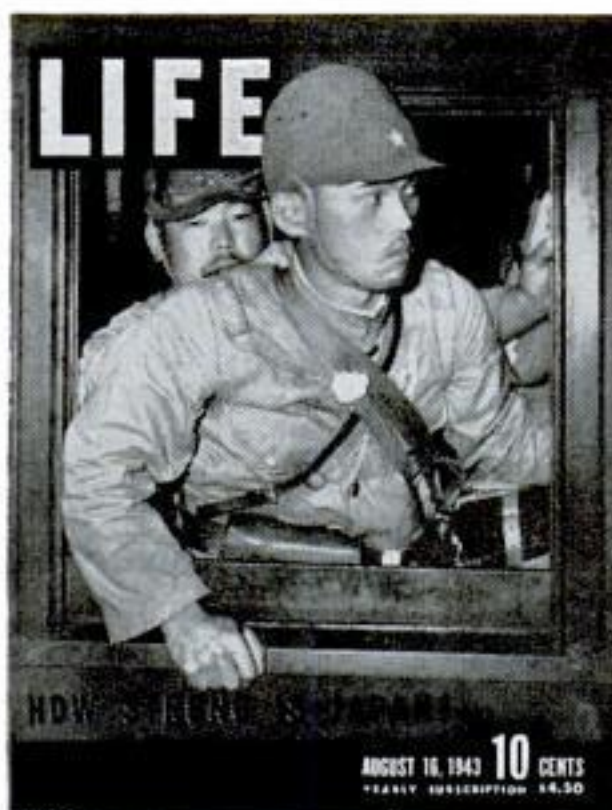


PHOTOGRAPH BY HOLLYWOOD'S PAUL HESSE

Whether you buy Featherlite Brand Persian, Blended Muskrat,

Or other fine furs, the Hollander mark on tag or pelt

Assures you of beauty that lasts.



**LIFE'S COVER:** The Japanese soldiers on this week's cover are going off to war—as Japanese soldiers have been doing almost constantly since 1931. In support of them at home are a people, an industrial economy and a way of life about whose military capabilities U. S. opinion is still divided. The answer to "How Strong Is Japan?"—presented as a photographic debate on pages 87-99—will materially affect the duration of our war in the Pacific.

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A few hours before he planed from New York to entertain our boys abroad, a frantic camera crew and director caught up with camp-touring Bob Hope and shot the final half-minute close-up of **"LET'S FACE IT."**



So you are likely to see Bob's new hit in its complete form before he does!

"Let's Face It" played for what seemed like years on Broadway, ending its run a few months ago after 544 performances.

The picture co-stars Bob and Paramount's blonde spitfire, Betty Hutton, for the first time. A new era of screen hilarity begins when these two are turned loose together.



Its five song hits are by Cole Porter. To the rhythm of one of them, Bob makes his screen debut as a hooper!

A-brilliant comedy cast including Dona Drake, Eve Arden and ZaSu Pitts, cavort convulsively under Sidney Lanfield's sprightly direction... and after listening to the preview audience laughs, we guarantee that this is the funniest Paramount musical in years.



Last month we told you about **"SO PROUDLY WE HAIL,"** the first great love story of our women at the fighting front. But we've developed a guilty feeling that we didn't make it quite clear how exciting this Mark Sandrich production really is.



Also, we didn't tell you enough about a new star in it by the name of Sonny Tufts. Here's a youth who's really going places.

**Service "Stars"**  
Robert Preston is administrative officer, Bruce Cabot is a 1st lieutenant in the Intelligence Department, and Lt. William Holden is a special service officer, in the Army Air Corps.

"So Proudly We Hail" would have been a great picture without any stars. But with three such stars as Claudette Colbert, Paulette Goddard and Veronica Lake, it is literally aglow with glorious laughter and romance and heroic drama. Claudette's honeymoon in a foxhole and Paulette's black lace nightie evening dress that "kept up her morale," are just two little highlights of a film that is crowded with laughs and thrills.

You'll see it shortly after its premiere at Radio City Music Hall.

**"FOR WHOM THE BELL TOLLS"** is now definitely established as New York's reigning hit, and one of the great screen successes of all time.

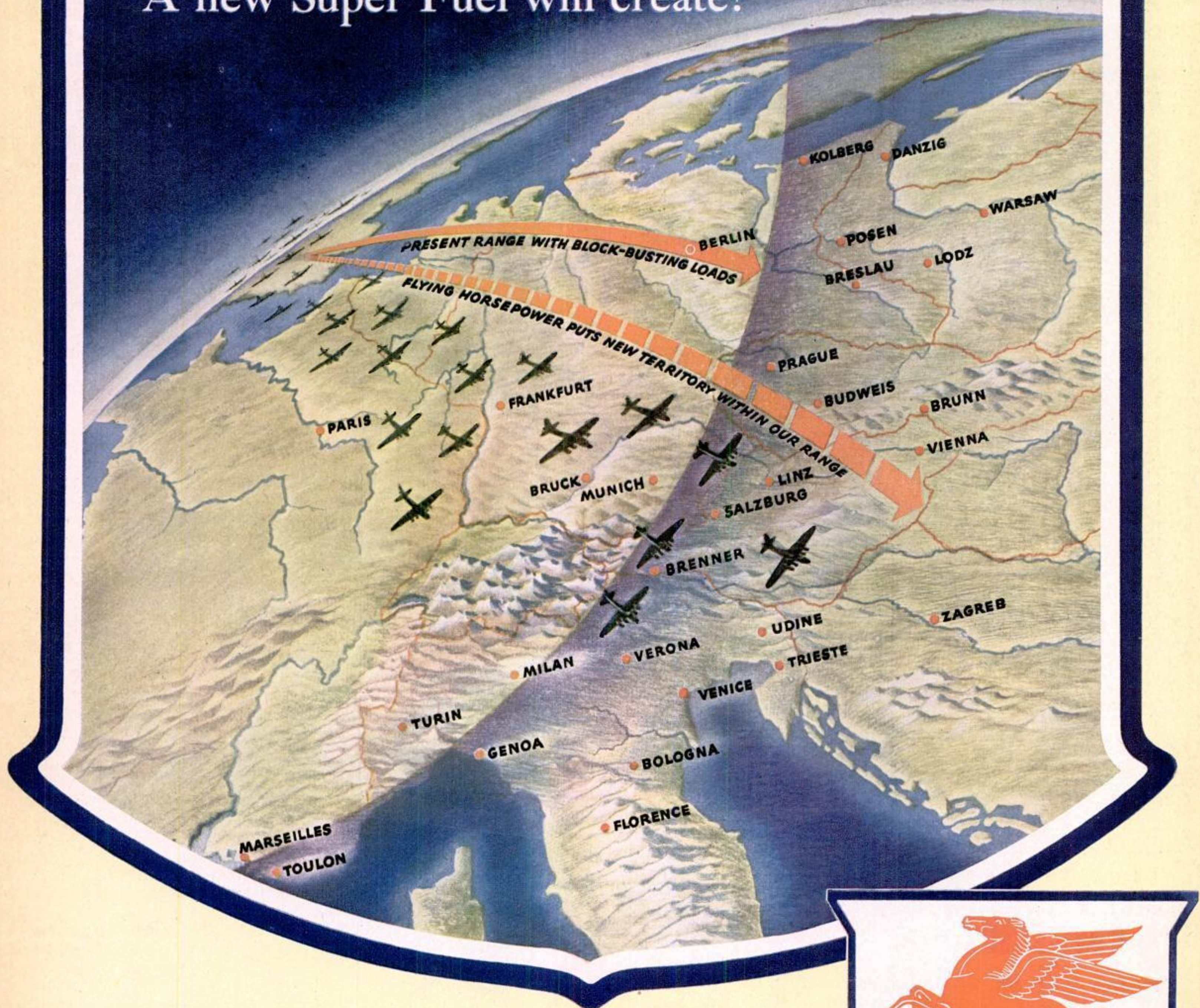
Acclaimed in the reviews as an unprecedented triumph, this Sam Wood production is playing to reserved-seat capacity at top admission prices of \$2.20. Other special "road-show" engagements will open in certain leading cities soon. Watch for these dates, to be announced shortly by

Paramount Pictures



# New Zone of Destruction

A new Super Fuel will create!



Censorship prohibits use of actual distance figures—but the zone map above tells part of the biggest gasoline story of the war!...

Just as fast as American refineries can get into production of a sensational new aviation gasoline—United Nations' bomber fleets will be given a new—far wider cruising range for their deadly blows at Axis Europe!

So powerful it can't be measured by the present 100 Octane yardstick—this new super fuel was born

in a Socony-Vacuum laboratory—the result of two great petroleum advances—Socony-Vacuum's new TCC Process—and a sensational new Bead Catalyst!

Its extra power, which we call *Flying Horsepower*—will not only permit wider bombing range—but will give a new, quick maneuverability, speed, climbing power and carrying capacity to all types of United Nations' war planes.

The new processes which will

make this super power possible, have been made available to the United States Government and to the entire petroleum industry—and 7 new Socony-Vacuum refining units are being installed.

Providing *Flying Horsepower* to help speed Victory—is just another Friendly Service to America from the Sign of the Flying Red Horse.

SOCONY-VACUUM OIL CO., INC., and Affiliates: Magnolia Petroleum Co., General Petroleum Corp. of California.



## Mobilgas

SOCONY-VACUUM

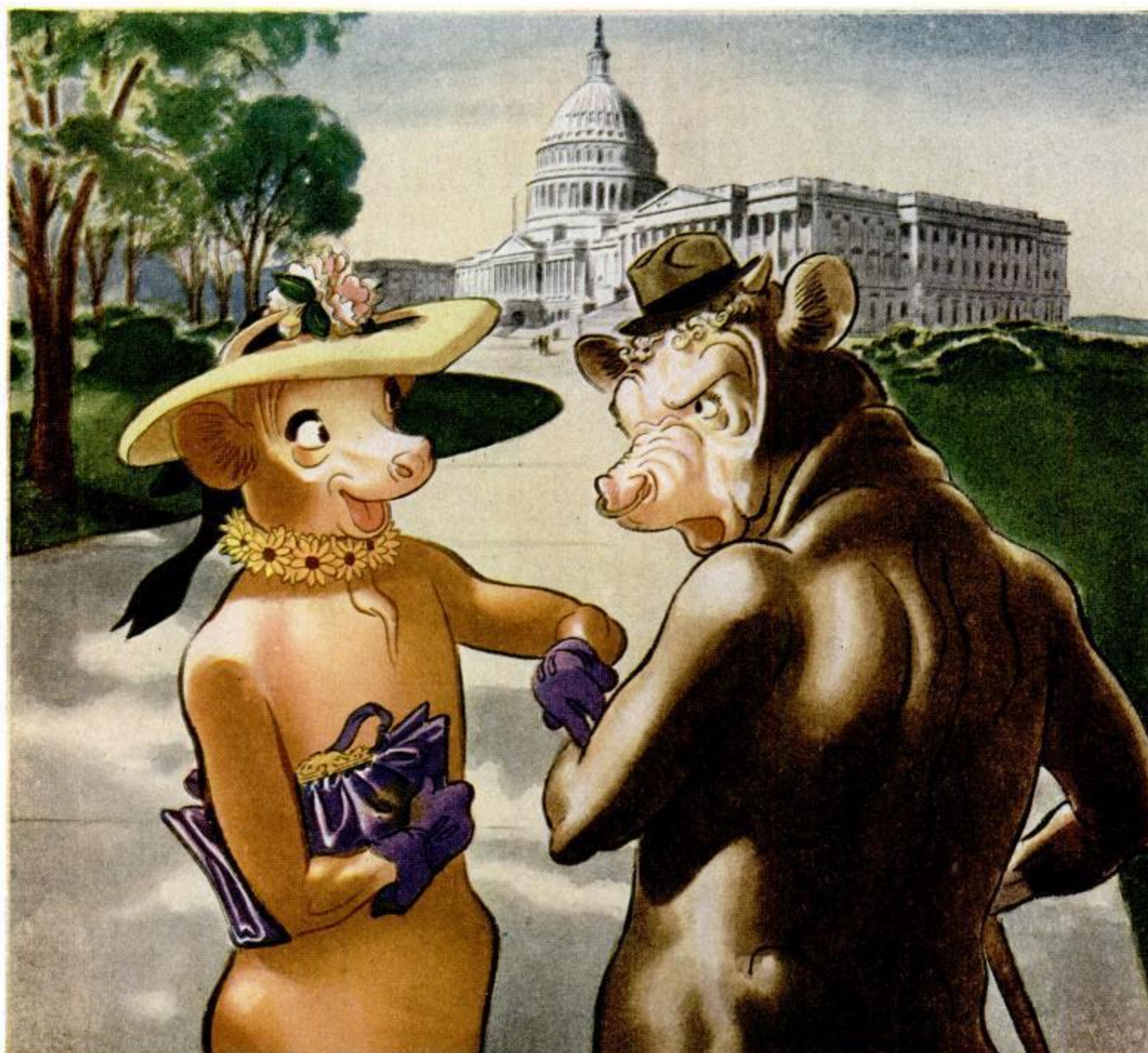
TUNE IN RAYMOND GRAM SWING—Blue Network Coast-to-Coast, 10 P.M., E.W.T., Mon. Tues. Wed. Thurs.

Coming—  
In Mobilgas

# *Flying Horsepower!*

New Super Power  
for U. S. Planes





## "But, Elmer," protested Elsie, "you can't blame Congress for the shortages"

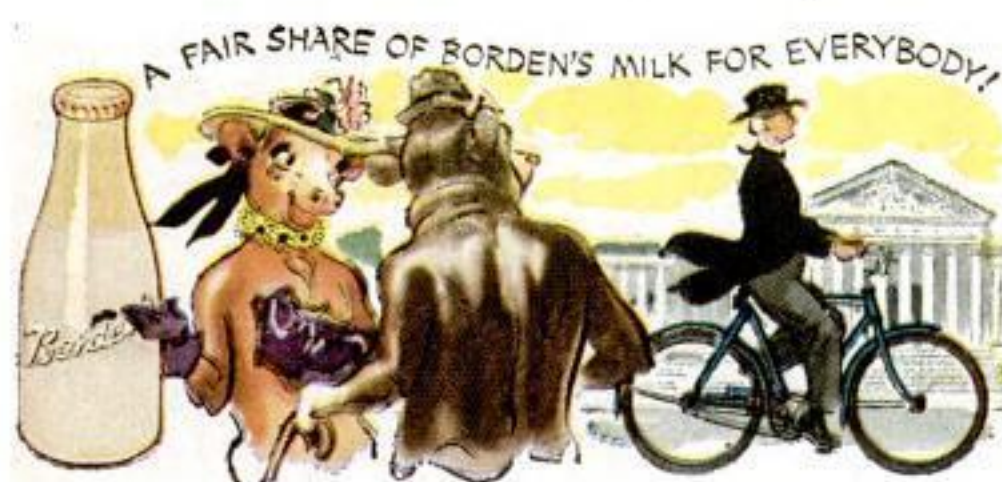
WHO SAID anything about shortages?" snorted Elmer, the bull. "I'm here to demand an investigation. I just heard that all supplies of dairy products for civilian use are to be *curdled*!"

"My goodness," giggled Elsie, the Borden Cow, "you misunderstood. The man said *curtailed*, not curdled. You know how some radio announcers mumble."

"Let's not bandy words," bellowed Elmer. "Whatever he said, I want an investigation."

"Don't get excited," soothed Elsie. "Let me explain. Last year all of us patriotic cows gave more milk than we ever did before. This year, we hope to give even more. But there are just so many cows in the country and thousands of dairy hands have gone to war and into war plants. So it's hard to increase milk production and we have a shortage."

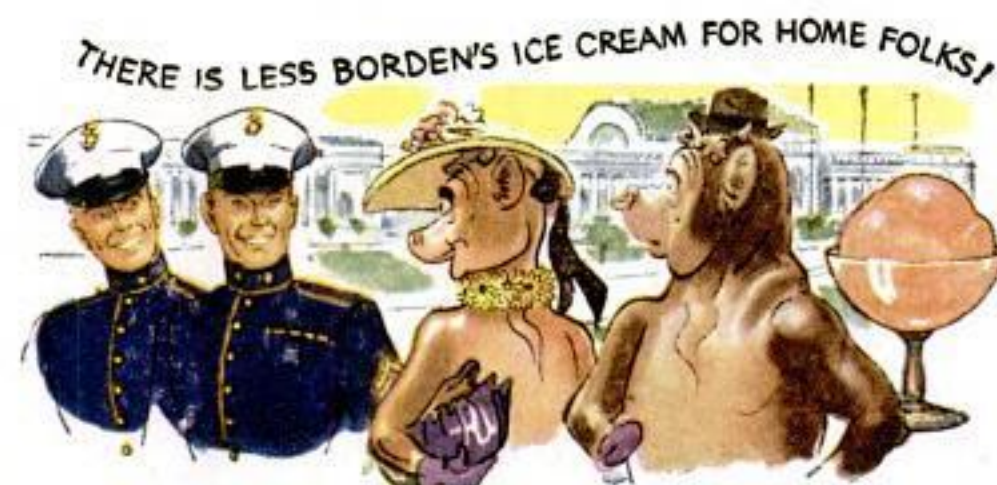
"Verrrry logical," sneered Elmer. "We're short of milk because we have more milk than ever before. That makes about as much sense as one of Hitler's speeches!"



"You didn't let me finish," smiled Elsie. "The point is that we need more milk than we have. You see, much of the milk we produce now goes to our armed forces

and our allies. Men in the service drink more milk than they did as civilians, you know. But in spite of that, there should be enough pure, wholesome Borden's Milk for children, and probably a fair supply for adults."

"I don't know what you call a fair supply," muttered Elmer, "but I'm not a fellow to grumble about hardships. If milk runs short, I'll just eat ice cream."



"Oh, but Borden's Ice Cream will be much scarcer than milk," explained Elsie. "We can't get as much cream, because it's needed to make butter for our soldiers. And the milk must be used to make other concentrated dairy foods."

"That's a new one on me," puzzled Elmer. "I thought I'd heard you brag about everything under the sun made from milk. But you never mentioned concentrated dairy foods before."

"Silly," snickered Elsie, "a concentrated dairy food is a food like Borden's Fine Cheese. And, by the way, there's less cheese for civilians, too. Great quantities of it are needed for our Armed Services—because cheese is such a grand, easy way to feed milk nourishment to fighting men."

"Gee whiz," grumbled Elmer, "a cheese shortage, too. Thank goodness they don't need milk in the bread-



baking business!"

"But they do," sighed Elsie. "Bakers use lots of Borden's Powdered Milk in breadmaking. It's the milk that helps make bread so nutritious. So everyone is working to overcome a shortage in powdered milk, too."



"See here," spluttered Elmer, "the war can't have anything to do with *that*. Guns use an entirely different kind of powder."

"Of course they do," chuckled Elsie, "but powdered milk saves shipping space. So it's needed for the men overseas. The same thing is true of Borden's Evaporated Milk—it's valuable food in concentrated form that helps ease the strain on shipping. That's why there's



been less evaporated milk for folks here at home."

"I never thought of it that way," admitted Elmer. "But after hearing you talk, I suppose Borden's Eagle Brand Condensed Milk is hard to get because every cook in the army is using it to make desserts."

"Heavens, no," laughed Elsie. "With Eagle Brand we have a milk shortage, a sugar shortage, and a tin-can shortage to worry about. So the government has just had to limit production."

"Hmm," mused Elmer, "looks to me like it's a case of eat less of some foods now or eat crow later. And if doing without will help win this war a little sooner, I'm all for it."

"And that," beamed Elsie, looking at Elmer with new respect, "is certainly no bull."





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## LIFE'S PICTURES

Rutherford Platt, who needed a lot of equipment (see left) to take his Low Tide pictures (pp. 71-74), is only a part-time photographer. Most of the time he is vice president of Platt-Forbes, a busy New York advertising agency. Platt became a crack nature photographer by getting interested first in nature then in photography. He has had many stories in LIFE, recently wrote an excellent book called *This Green World* (Dodd Mead, \$3.75).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: A. P., ASSOCIATED PRESS; INT., INTERNATIONAL; bor., BOTTOM

## TO MEN OF 45

## who want to retire in 15 years

Here's how to get  
\$150 a month for life

Two air raid wardens, on their way home from drill one night recently, were talking about what life would be like "after the war."

"I'm not worrying," said the older man, "because when the war's over and I want to retire, I'm going to be able to. Yessir, every month as long as I live, the postman is going to hand me a check for \$150. I can quit work, relax, do all those things I've always wanted to do."

"Say," replied the other, "I've dreamed of retiring some day myself. But I thought you had to be wealthy to get a retirement income. You see, I'm just an average fellow, with a steady job and a fair salary."

"I've never been rich, either," the older man explained. "Fact is, I always used to worry about money. I was earning a good income, but I couldn't hold onto it. I longed for security and a future I could really look forward to."

## A Guaranteed Income

"Then, one day, I discovered the Phoenix Mutual Retirement Income Plan—and I started planning for the future. That's the secret . . . to begin planning while your best earning years are ahead. Today, I can laugh at old-age fears that used to haunt me. I know that when I'm 60 I'll have a guaranteed income of \$150 a month for life! You can, too!"

This story is typical. Thousands of men—women, too—are using Phoenix Mutual Retirement

Income Plans. Here's what such a plan would do for you:

Suppose you're a man of 45, and you decide that you want to retire on \$150 a month in 15 years. To those who qualify, this Plan guarantees:

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**Security for Your Wife . . .** Your wife gets a life income if you should die before retirement age.

**A Disability Income . . .** You get a monthly disability income if, before you reach age 55, total disability should stop your earning power for six months or more.

The Plan is not limited to men of 45. You can be older or younger. Your guaranteed income can be any amount from \$10 to \$200 a month or more. You can retire at 55, 60, 65 or 70.

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Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life.

Name \_\_\_\_\_

Date of Birth \_\_\_\_\_

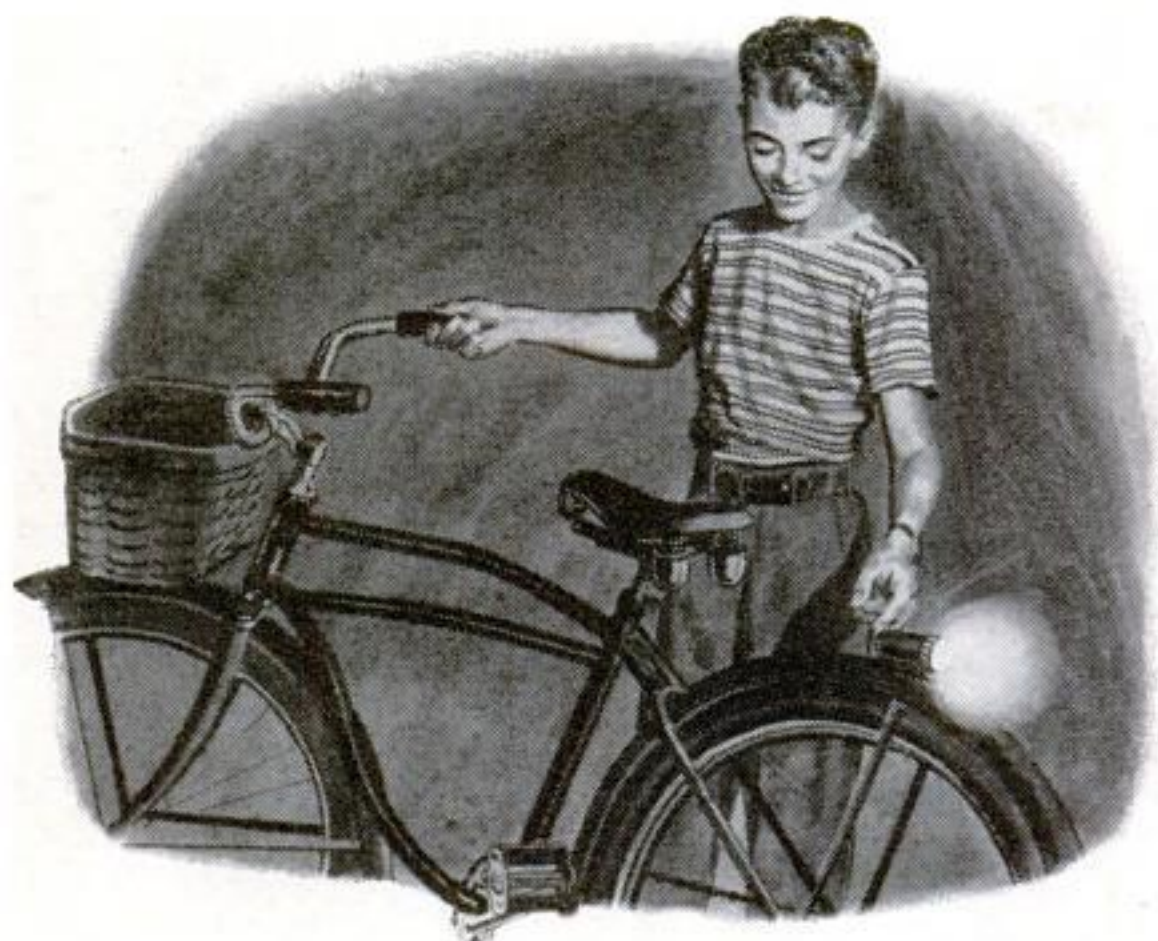
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# The Bicycle Lamp that went to Sea!



**1.** When G-E engineers designed a lamp for the tail light of a bicycle years ago, they never figured this same lamp would some day save lives at sea. All they wanted was a small rugged lamp that would last a long time and burn very little current, so kids wouldn't have to be always buying new batteries.



**2.** Then the Coast Guard asked G-E to help solve a problem. "When a ship sinks and men go overboard," they explained, "they are often lost because searching parties can't see them. We want a tiny lamp bulb to attach to rubber life suits, that can run on a battery all night".



**3.** A simple enough request. But it might have taken months of painstaking research—if it hadn't been for the little G-E bicycle lamp. Mounted in a waterproof housing and fastened to life suits with a safety pin, its red glow guides rescue parties to sailors... in time.

**4.** Time and again General Electric has supplied critically needed lamps overnight, by tapping the storehouse of lamps and lighting knowledge amassed since Edison's first lamp in 1879. Year after year G-E lamp research strives to make G-E lamps stay brighter longer.

**5.** You can get more light from your G-E lamp bulbs and conserve critical materials, if you keep bulbs, reflectors and shades free of light-absorbing dust and dirt. Also arrange furniture so two or more people can use the same lamp. And turn off lights in unoccupied rooms.



**MADE TO STAY  
BRIGHTER  
LONGER**



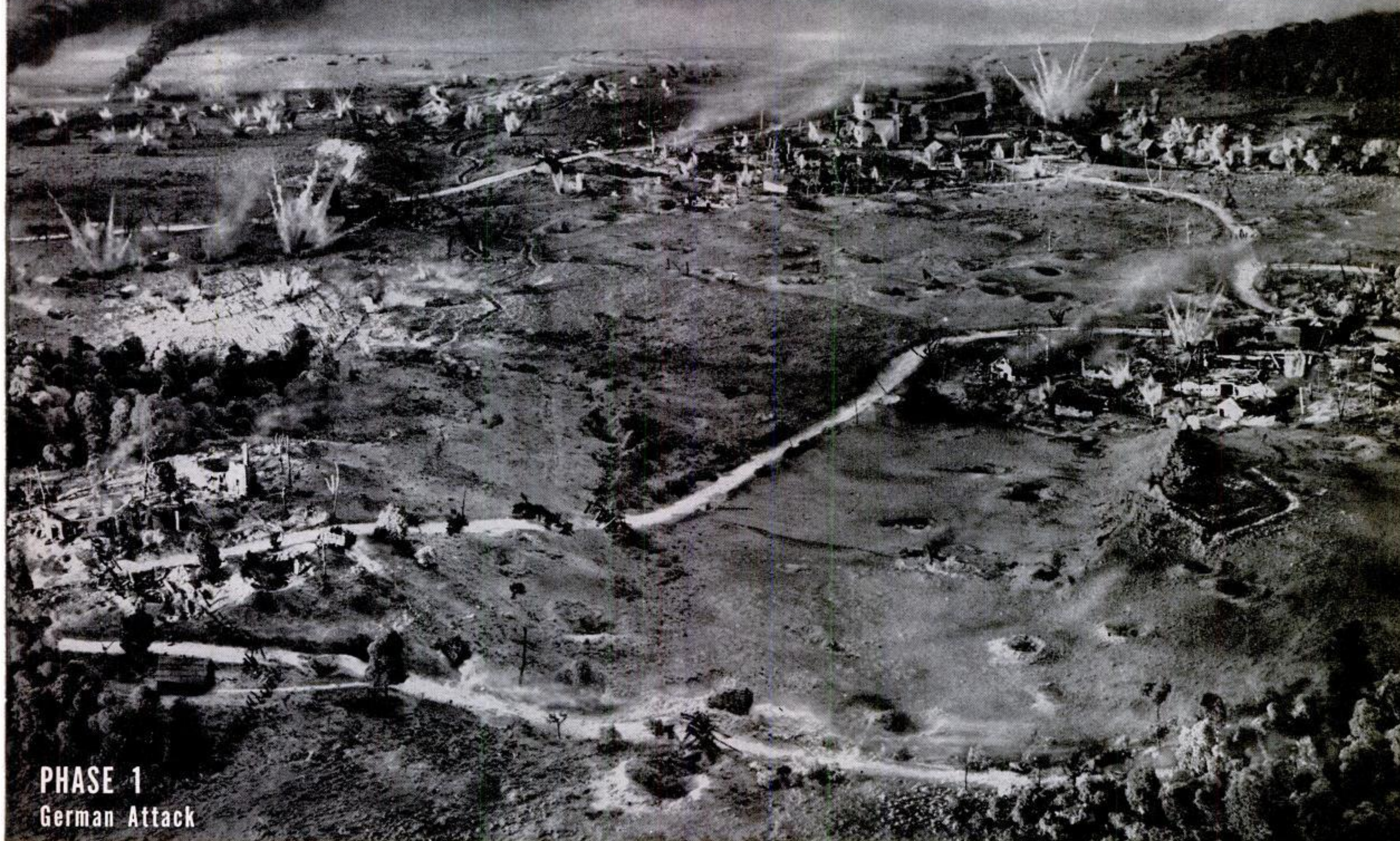
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**GENERAL  ELECTRIC**



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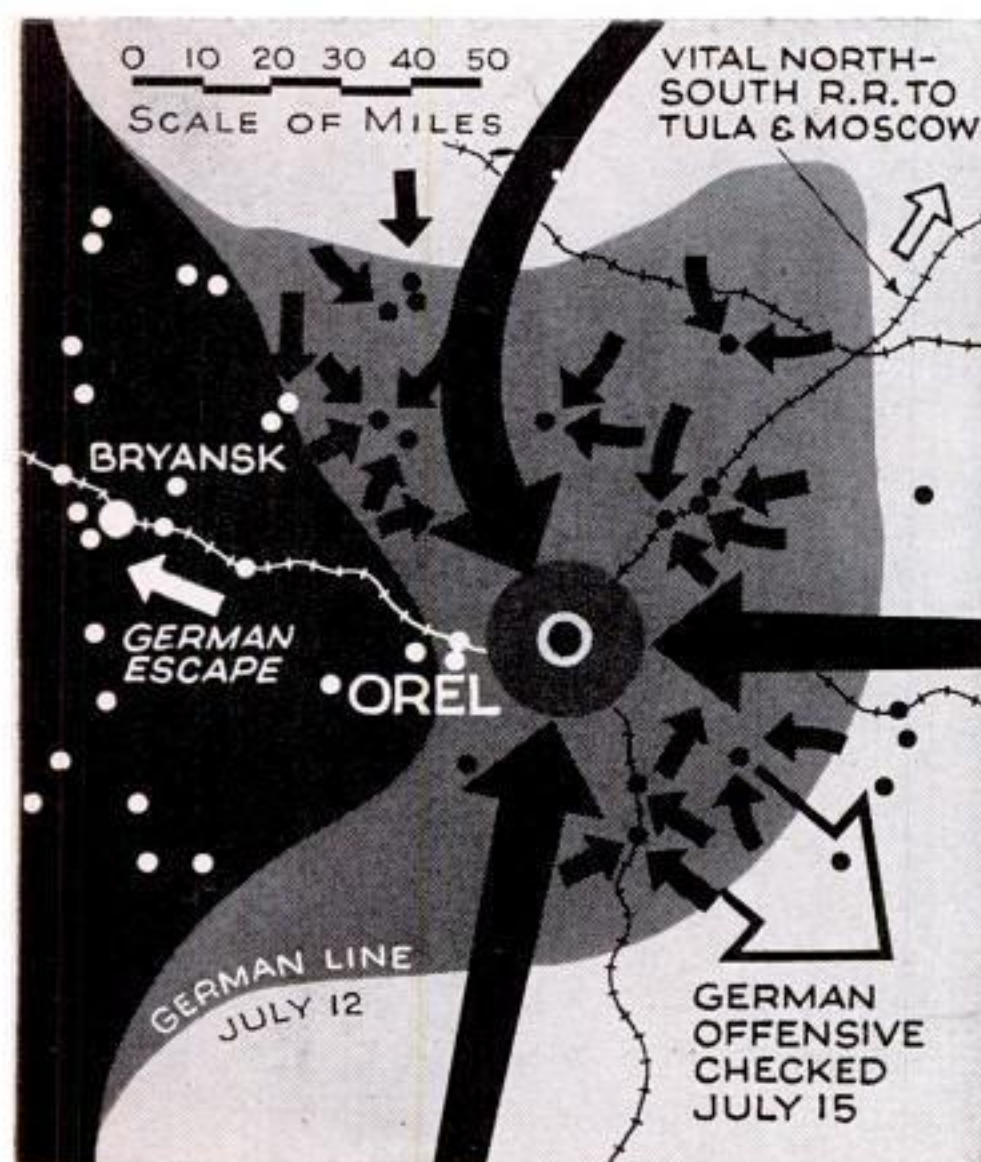


**PHASE 1**  
German Attack

THREE GERMAN TANK ECHELONS, COMING IN FROM BACKGROUND AT LEFT, ATTACK RUSSIAN POSITIONS AROUND A VILLAGE AND COLLECTIVE FARM. FOR KEY SEE PAGE 22

## HOW THE RUSSIANS TOOK OREL

MODELS BY NORMAN BEL GEDDES SHOW RED TACTICS IN WINNING THEIR FIRST BIG SUMMER VICTORIES



Map shows how Russian counterattack, after German offensive petered out, drew noose around Orel, took the city.

Last week Orel and Belgorod fell to the Red Army. In Moscow Marshal Joseph V. Stalin ordered a salute sounded at midnight on Aug. 5 with twelve artillery volleys from 120 guns in honor of the troops who liberated the two cities.

The important military fact about these victories was that, unlike previous Russian advances, they were scored in the summer. Said Stalin, "In this way the legend of the Germans that Soviet troops are allegedly unable to wage a successful offensive in the summertime has been dispelled." By taking Orel the Russians gained a city of great strategic importance, opening direct north-south railroad communication from Moscow to Kursk, and wiping out a German salient set up as an offensive base for a drive on Moscow itself. Furthermore they opened the possibilities for a Russian drive on Smolensk and Kharkov, leading to the Dnieper River and trapping the German armies in the basin of the Donets. Such a drive might be fatal to the Germans in Russia.

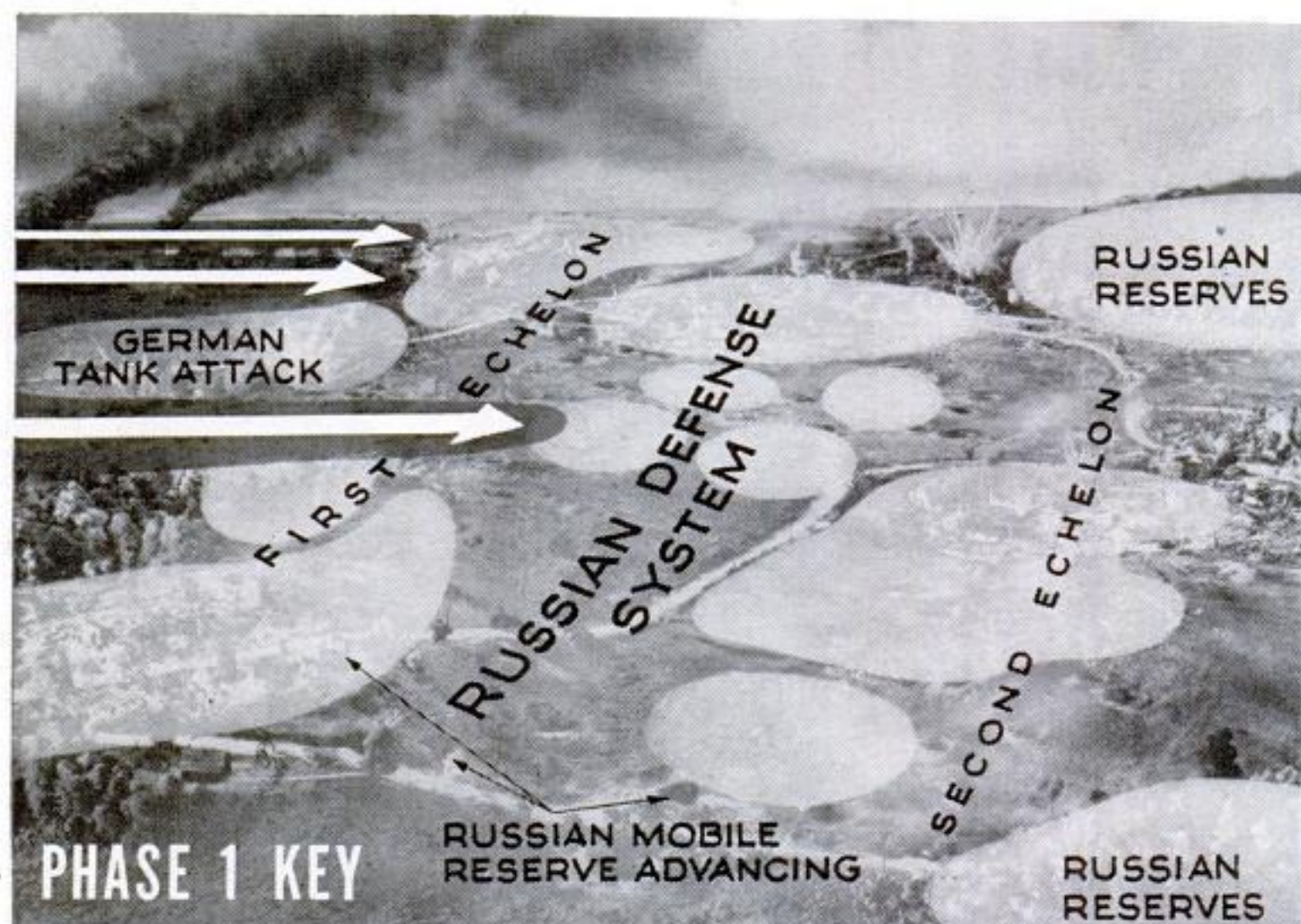
What enabled the Russians to achieve these important successes was a little-understood system of warfare developed before war started and consistently improved in the face of catastrophic losses. On these pages LIFE uses models by Norman Bel

Geddes to show, as no actual pictures could possibly show, what these tactics are and why they were so significantly successful in the battle for Orel.

In summer and fall of 1941 the Germans opened their offensive on a titanic front 1,500 miles wide. In 1942 the German offensive front was only 500 miles. This year the summer offensive was opened July 5 on a front 165 miles wide south of Orel and north of Belgorod. This comparatively short front enabled the Germans to concentrate a huge mass of armor but they were forced to lose the element of surprise. When the Germans attacked, the Russians were so well prepared that the Nazi offensive achieved gains of only five to 19 miles. By July 15 the advance had been stopped, and by July 23 the ground lost by the Russians had been retaken. By last week the Germans were in retreat to lines farther west.

This battle was the greatest battle of armor in world history and yet, like all battles, it was in detail a combination of many small engagements. This series of models, which was created under the technical advice of Nicholas Corotneff, expert on Russian tactics, shows one of these small engagements, centering around a tiny Russian village by a stream in a pleasant web of country roads and collective farms.





The German attack meets forward edge of Russian defense system. Key duplicates and explains picture on the preceding page. Areas in light tone are Russian islands of resistance. Defensive features, such as mine fields, are concealed by camouflage. (For decamouflaged view, see p. 26).

## REDS USE DEFENSE IN DEPTH FEATURING ARTILLERY AND ISLANDS OF RESISTANCE

The Russian system of defense relies upon a defense in depth. By this is meant the setting up, not of a single solid line like the Maginot Line, but of a series of defensive positions many miles deep, capable of fighting in any direction. The Germans may be able to push far into these positions, but nowhere are they able to achieve a break-through. Within this defense in depth are located islands of resistance, often horseshoe in shape, where machine guns and antitank guns are located in quantity. It is the task of these islands of resistance to permit the advancing Germans to come close to them or actually inside them before opening fire.

The method of using defense in depth is to weaken the enemy advance by filtering it through a web of prepared positions, thus bleeding him white. This means, first, knocking out his tanks. The Russians have always believed that the best way to stop tanks is by guns, not by other tanks. Consequently defense in depth features an overwhelming concentration of gun power combined with maximum mobility, heavy artillery being placed at the rear of the defense area and the small guns, such as anti-tank weapons, machine guns, mortars and infantry guns, being placed in the forward zone. These guns, of course, are closely supported by mine fields, infantry, airplanes and tanks themselves. Tanks and easily moved reserves remain poised in rear to counterattack on flank of enemy spearheads. Hundreds of these brilliant tactical engagements have occurred in the Battle of Orel.

A section of Russia's defense in depth has been set up here. In Phase I (at top) the Germans are just beginning to enter it. In Phase 2 (below and at right) the Germans have reached the height of their advance, but they are already stalling under the power of the Russian guns, mine fields, tank obstacles and islands of resistance.



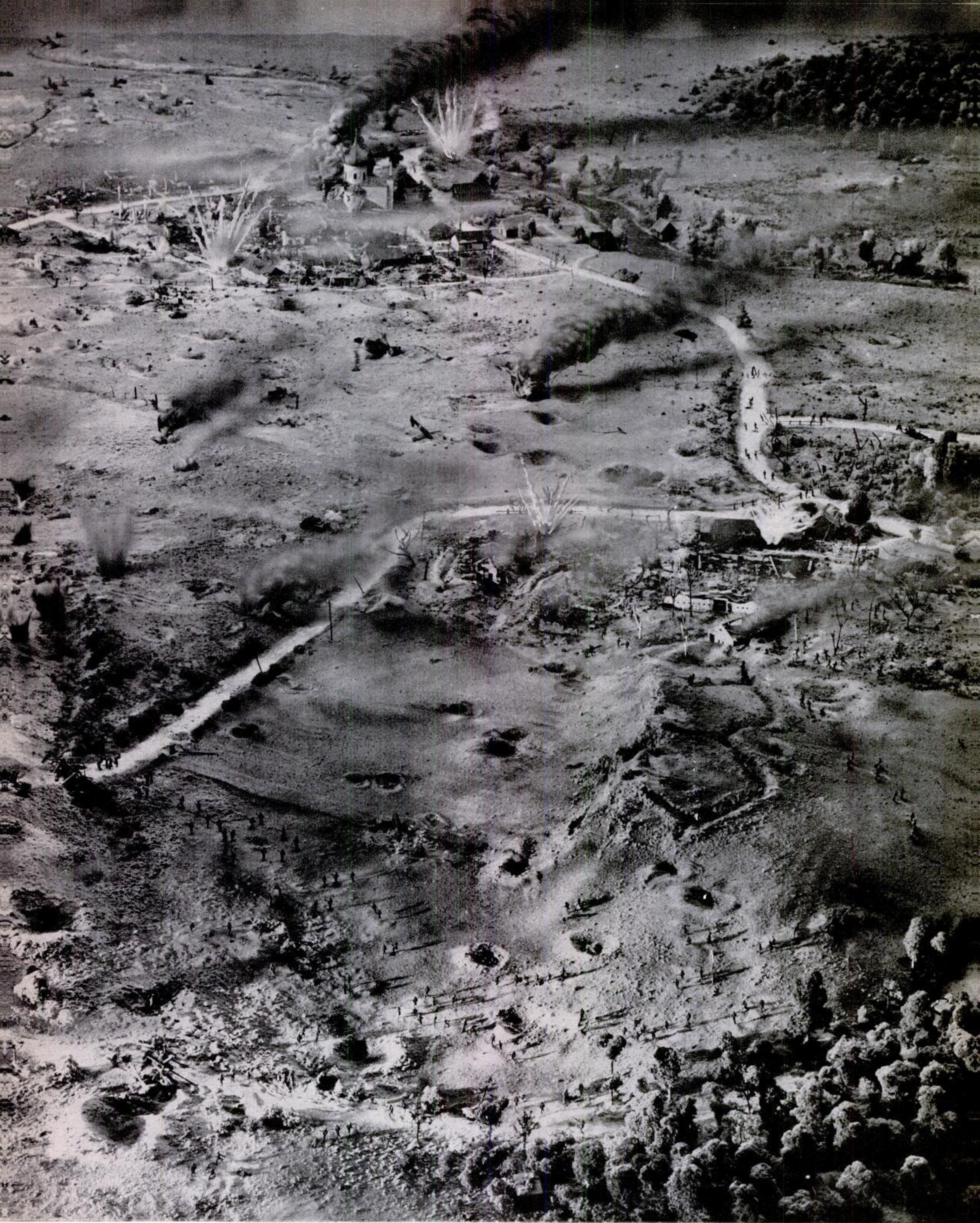
German penetration has succeeded in passing the hill, creeping up through the Russian defense system and moving all the way to the road at right. Supporting infantry occupies tank ditch in center. Russian infantry advances from right to wipe out dangerous salient at its height.



PHASE 2  
Deepest German Penetration

The German advance is here far in the middle of the Russian defense in depth, but it is fast petering out. Ever since its first elements came within range of the big Russian guns, emplaced in the depths of the antitank area, they have been under fire. The medium artillery and smaller





guns opened fire later. A number of German tanks are burning in the middle of the model, and Russian artillery fire continues to destroy more. The islands of resistance are still holding out, and Russian infantrymen are charging past the tank obstacle in the center foreground, com-

posed of steel rails embedded in thick concrete. This Russian infantry will also deal with the German infantry caught in the tank ditch. In the collective farm at right center, more Russian infantry is waiting for German troops in case they should succeed in penetrating that far.



## Capture of Orel (continued)



Under a merciless pounding from Russian artillery, German tanks are advancing but many have been destroyed. Near middle at top a tank has fallen into a timber covered tank trap. Other tanks are pinned on steel rails. In foreground a tank burns while crew jumps for safety.



Behind the tanks which are taking such a beating comes the German infantry, while behind it, at lower left corner of picture, comes second echelon of German tanks. The Russian village, made into an island of resistance, is directly ahead, through barbed wire and tank traps



Out of concealment in woods at lower right comes the Russian infantry, prepared to mop up the German infantry which has occupied the tank ditch in upper right of picture. In foreground concealed Russian tanks are clearly visible in the woods. One of the most important develop-

ments revealed by the Red Army this year has been the use of infantrymen like these in close combat antitank work. They have been so successful with antitank rifles, grenades and inflammable bottles that the Germans have been forced to protect their tanks with tommy gunners.



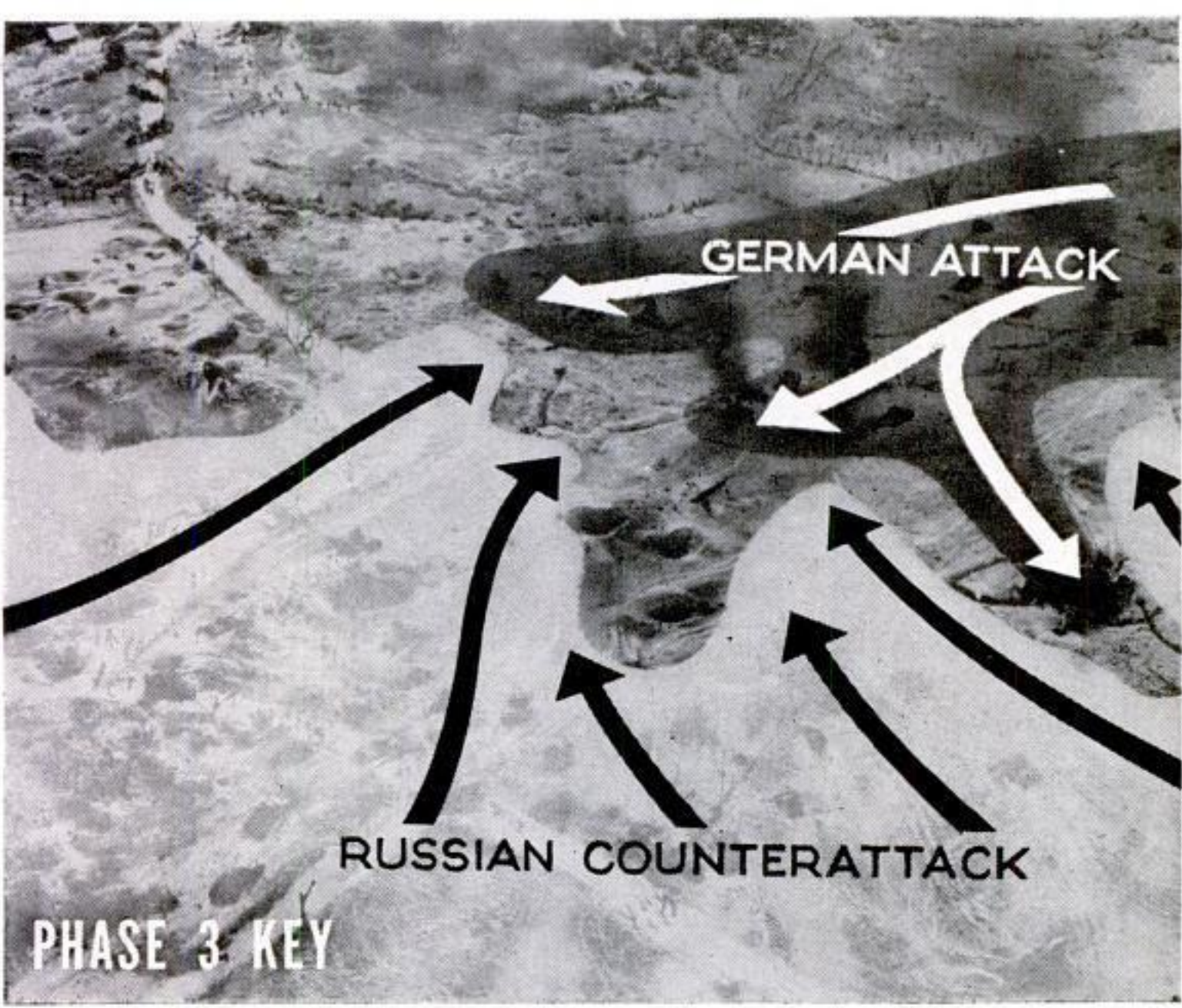
# NAZI ADVANCE IS STOPPED BY RUSSIAN GUNS AND RED COUNTERATTACK BEGINS

The Russians have used a system of defense in depth ever since the war started. In 1941 the Germans were able to penetrate almost all the way to Moscow before defense in depth brought them to an exhausted halt. Last summer the Germans moved 400 miles before being stopped at Stalingrad. This year their advance on a limited front, using some 17 panzer divisions, three motorized divisions and 18 infantry divisions, was brought to a halt after advances of only five to 19 miles.

The Russians stopped the Germans so quickly this year principally because they brought to a high stage of development an essential feature of defense in depth—a combination of mobility and firepower. In 1941 and 1942 the Russians had plenty of firepower but that firepower was essentially static. This year the artillery within the antitank resistance areas was highly mobile, each individual gun being capable of firing from several different positions.

Another fundamental reason for German failure has been an excessive reliance upon the tank-plane team as an instrument of blitzkrieg. They forgot that the tank is essentially a compromise weapon, combining mobility with firepower. As such it sacrifices accuracy of fire. The Russians on the other hand have relied on guns to stop tanks, figuring that the intense and accurate firepower of emplaced weapons would compensate for the tank's greater mobility. When this year even their emplaced guns became mobile, they had a big advantage.

The pictures on this page show Phase 3 of the battle. After the German advance has been stopped, the Russian counter attack is beginning to swing into action.



Russian tanks, which have been bivouacked in the woods in the center as a highly mobile reserve, suddenly swarm out on the battlefield toward tattered remnants of German offensive force. Russian artillery is still plaguing the Germans who have been brought to a virtual halt.



**PHASE 3**  
**Russian Tank Counterattack**

American tanks and tank destroyers make up much of the Russian equipment for the counter-offensive. Here the infantry is moving ahead with the tanks and infiltrating through the village at the left. In the center foreground a Russian tank is destroyed by a well-aimed German ar-

tillery shell. Some of the other Russian tanks carry up infantry to take part in the counter attack while the islands of resistance at the upper right have trapped a few German tanks and are destroying them under withering cross fire. The entire battlefield is pitted by shell holes.





## PHASE 4 Russian Counterattack

Unrealistic view of the battlefield, after the Germans have retreated to the left, is achieved by stripping off all camouflage revealing details of defense in depth. The light areas show where three mine fields have been located, through one of which German engineers have lifted the

mines and taped a path for their army. The field is littered with German tank corpses while in the foreground and across the hills in the rear a tremendous force of Russian tanks and mobile guns is going forward through the burned-out woods and over their own defense systems,

## RUSSIANS ATTACK WHILE DECAMOUFLAGED MODEL SHOWS HOW NAZIS WERE STOPPED

In all its fury the Russian counterattack has now been unleashed. Two long lines of Russian tanks and infantry are pouring forward past the little village and the collective farm, over the hill in the distance and around the maze of tank traps and mine fields which helped destroy the German advance. The Nazi Army meanwhile has retreated out of the picture to the left. At Orel it was a series of counterattacks like this which led to the capture of the city. Actually the Germans were so weakened by the defeat of their own offensive that they did not have men or equipment enough to stop the Russian counteroffensive.

To show exactly what has happened on the battlefield and the mechanism the Russians used to stop the Germans, all the camouflage and other protective material has been removed from the model above. The small village and the collective farm are revealed to be deadly islands of resistance. The three big mine fields, which are printed in a light gray tone, prove to be flanked by powerful islands of resistance, whose limits are revealed by the deep communication trenches. The forest at the left is the anchor to the left flank of the defense position, while the hill in the background with its tank obstacles and ditch is also a network of cross-fire gun positions. The middle area field of action is made up of islands of resistance, or "fire bags" as the Russians call them, which have been built in interweaving paths designed to catch tanks and force them through lines of withering antitank gunfire.



How the Germans were stopped cold by defense in depth is shown in this exposed view of the battlefield. Every attempt has been made to confuse the enemy by an infinite variety of defense. In this kind of fighting in Russia the casualties on both sides have been inevitably high.





**PHASE 4 DETAIL**  
The Battleground

After the battle is over, the battleground looks like this. Russian tanks are moving up in foreground and far background. In the foreground also is a deep island of resistance with its communicating trenches and mobile gun positions, enabling the same antitank guns to be moved

and fired from several different positions in a short time. Notice burned-out houses and trees and the infantry advancing through trenches. To make this model, 61 guns, 33 machine-gun nests, 110 tanks, 32 tank destroyers and several hundred other pieces of equipment were used.



# LONG WAR

## TO REACH THE HEART OF JAPAN WE STILL HAVE TO FIGHT OUR WAY THROUGH TWO VAST EMPIRES

"It is time," said Secretary of War Stimson last week, "to take an inventory and see how much more effort is needed and how it shall be applied." While he spoke, the news of historic victories crowded around him. The great Russian war machine crushed into Orel, and Marshal Stalin ordered the Moscow garrison to celebrate by firing twelve volleys from 120 guns at midnight. The Russians also took Belgorod. And down in sunny Sicily, Catania fell and the Nazis retreated around the skirts of Mount Etna.

Yet the venerable Secretary of War was not asking us to celebrate these victories, but rather to face the fact that we are engaged in a tremendous struggle of which we cannot as yet see the end. And he would have made this point stronger had he emphasized the Pacific war. In the midst of the good news from Europe came news from the Pacific that our desperate jungle fighters had at last taken Munda; but while casual readers accepted this news as "good," realists had reservations. These reservations are summed up on pages 87-99 of this issue of *LIFE* in a photographic debate titled "How Strong Is Japan?" And we might sum up that debate, in turn, in one succinct statistic. Guadalcanal, where we landed on Aug. 7, 1942, is just about 3,000 miles from Tokyo. During one full year of desperate fighting we have advanced from Guadalcanal to the tip of New Georgia, a distance of approximately 200 miles. Assuming that we do as well in the future as in the past we shall be able to make a bloody landing in Tokyo 14 years hence, in the summer of 1957. After which we can proceed to the conquest of Japan.

### The Dark Eyes

Of course we all hope that progress toward Tokyo will be faster in the future than it has been during the last year. And possibly it will be. Yet we can have no sufficient realization of what we are up against unless we take a good, long, cold look into the dark eyes of the Japanese enemy. In those eyes we discover that the Jap is crafty, impassioned, closely knit, tenacious; that he prefers death to what he considers dishonor; that he hates the guts of Americans. But above all, we discover that he lives far beyond our reach, and has exploited for his own strategical advantage distances so vast that they are difficult even for Americans to grasp.

You have to think of Japan in three parts. There is the heart of Japan, chiefly the island of Honshu, containing most of the people, the cities and the power. Around Honshu and its neighboring islands there is formed what you might call the Inner Empire. This vast area includes a chain of islands stretching 700 miles to the north, all of Manchuria,

all of Korea, and the island of Formosa, some 600 miles to the south. The outer rim of this first empire overlaps the coast of China and bulges southward to the Caroline Islands dominated by the big naval base at Truk, which is more than 2,000 miles south of Tokyo, or about the distance from San Francisco to Hawaii.

Around the southwest rim of the Inner Empire there is wrapped a second empire, an Outer Empire, including the Philippines, the fabulous West Indies, Indo-China and Burma—an area almost as big as the entire U. S. (if you count the water) and almost all conquered since Pearl Harbor. This Outer Empire probably makes Japan the richest single nation on earth in terms of natural resources. It is strategically important because it provides oil, tin and rubber; yet we must never forget that war on the Outer Empire is not war on Japan. Indeed Munda, which lies on the outer rim of the Outer Empire, is far less vital to the survival of Japan than Sicily is to the survival of the U. S. Even after we have captured the islands of Bougainville and New Britain, and have reduced the important base at Rabaul, a gain many times as large as we have made in the entire Pacific war, we shall merely be in a position to attack the outer Japanese empire, which protects the inner Japanese empire, which is wrapped around the heart of Japan.

### Four Ways In

The problem of how to get at that heart is, perhaps, the most difficult strategical problem in military history. Advocates of air-power assure us that it can be solved by bombing; but while this may be the most important single element in the solution, it is not the whole solution. It is true that Japan's cities are flimsy and easily fired, yet she may be much harder to knock out than Germany. This is partly because the Japanese are fighting a religious war, in which they would rather die than give up; and partly, also, because their industries are scattered in tiny establishments, and even in homes, and therefore can escape the full impact of air-power. But also, the war against Japan differs from the war against Germany in that Japan is a naval power. Somehow or other, whether by naval action or by air, her fleet must be sunk. If by naval action, this means a big showdown, a Jutland of the Pacific, with the stakes all-or-nothing. But if by air attack, it means that we must acquire land bases for our planes.

Roughly speaking, there are four routes into the heart of Japan by which land bases can be obtained. One is to strike north from the Solomons to bases in the Carolines and the Marianas (including our own Guam). Among other difficulties, this route involves

the reduction of the formidable base at Truk. A second route, advocated by General MacArthur, is to fight our way back to the Philippines. This is admittedly a tremendous task but it would gain two very practical results—we could choke off almost the entire Outer Empire, and we would be within long-distance bomber range of the island of Honshu. A third route lies through the terrible Burma jungles, up the Burma road into China, and northward to Manchuria and Korea, where we would be within fighter range of Honshu. But this campaign, if feasible at all, would take many years. And the only other route is a daring attack from the north, based on Attu and other Aleutian Islands, and supported largely by carrier-based planes. If we could take the big Jap base of Paramoshiri, and hold it, we could then capture a series of stepping-stones leading into the heart of Japan.

### Chungking

Any one of these routes must involve years of fighting at the extremities of 5,000-mile supply lines against impassioned men who will die rather than retreat. And yet the only quicker way into the heart of Japan lies through Russia, whose Pacific bases threaten her shores. And there seems to be little immediate hope of obtaining the use of these. One reason is that Japan has a big force in Manchuria ready to spring on Russia. Another is that in planning our European strategy we began by discarding the idea of a "second front" on the Continent. Stalin's position would seem to be that inasmuch as we have not helped him materially to shorten his war in Europe, he is not going to risk anything to shorten our war in the Pacific.

When you put all the pieces together you discover that no nation has ever been in a more awkward strategical situation than the U. S. And whether we can work and fight our way out of this situation to a future that we can be proud of, is the greatest challenge we have ever faced. We have barely begun to face it. We have not engaged the main force of the enemy on either front, nor have we developed the daring political leadership which alone could give meaning to military victory. To forfeit that leadership in Europe will be tragic; to forfeit it in Asia will be fatal. There is no short cut to peace in the Pacific—it is a job that will require a good part of the efforts of an entire generation. Yet we cannot accomplish it at all without the help of Asia. And this means China. And this means a China policy that will bind us together with those wonderful people who have resisted the Japs for six bloody years. There are four military routes into Japan. But—politically—they all lead through Chungking.

## PICTURE OF THE WEEK

The great traditional American dream of migrating West and striking it rich has come true for the Braukmiller family. Eight months ago they

started the trek from Iowa to Henry Kaiser's Portland (Ore.) shipyards. Today the Braukmillers have staked out a rich claim and are thriving on

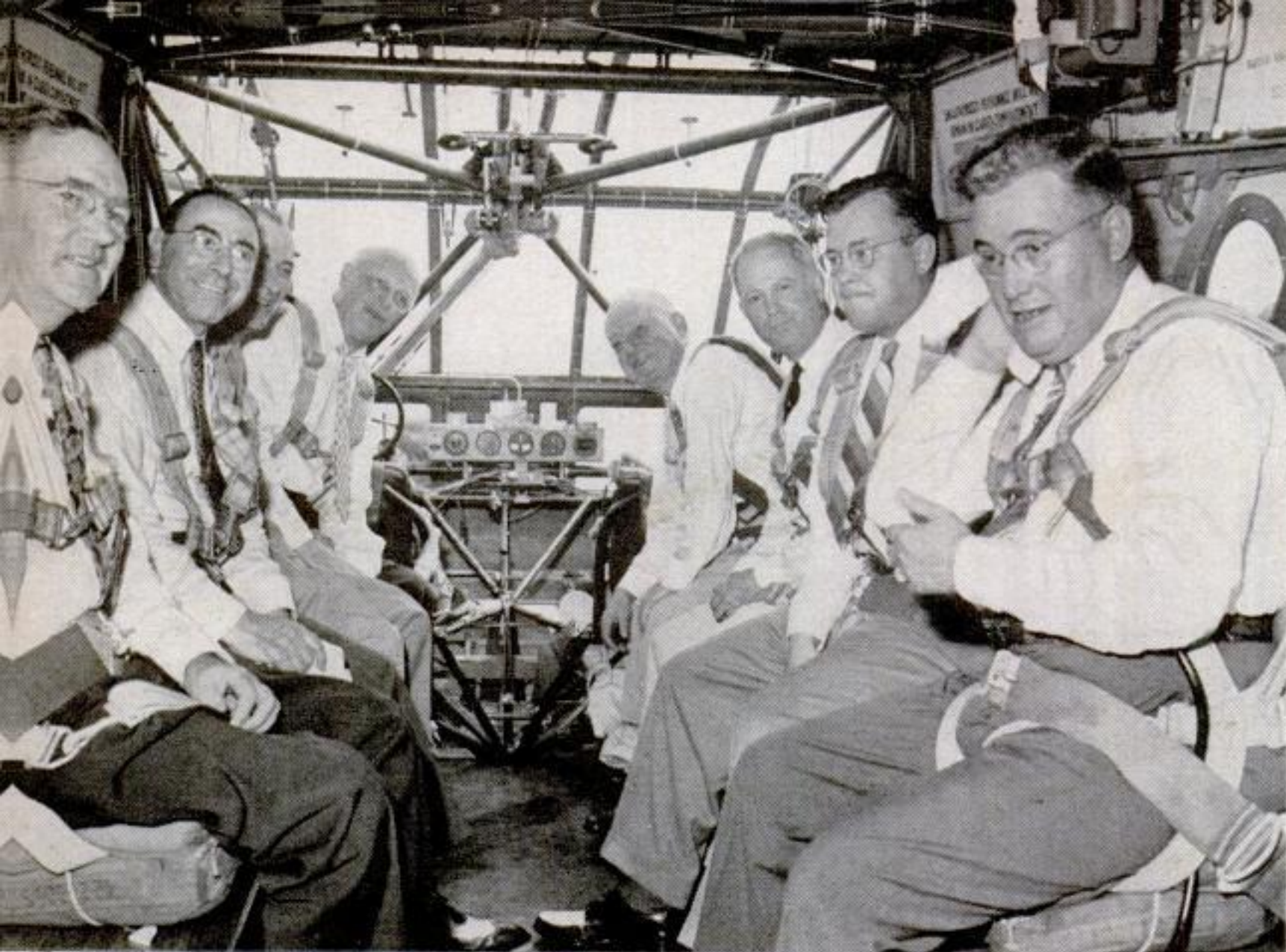
it. Thirteen of the family's adults are all working for Kaiser. Their aggregate family payroll is a staggering \$996 a week, almost \$52,000 a year.





The American dream: the Braukmiller family earns almost \$52,000 a year





**Just before take-off**, glider occupants posed uneasily for this picture. Left to right, the doomed men are Charles Cunningham, Max Doyne, Lieut. Colonel Paul Hazelton, Mayor William Dee Becker, Thomas Dysart, Major William Robertson, Harold Kreuger and Judge Henry Mueller.

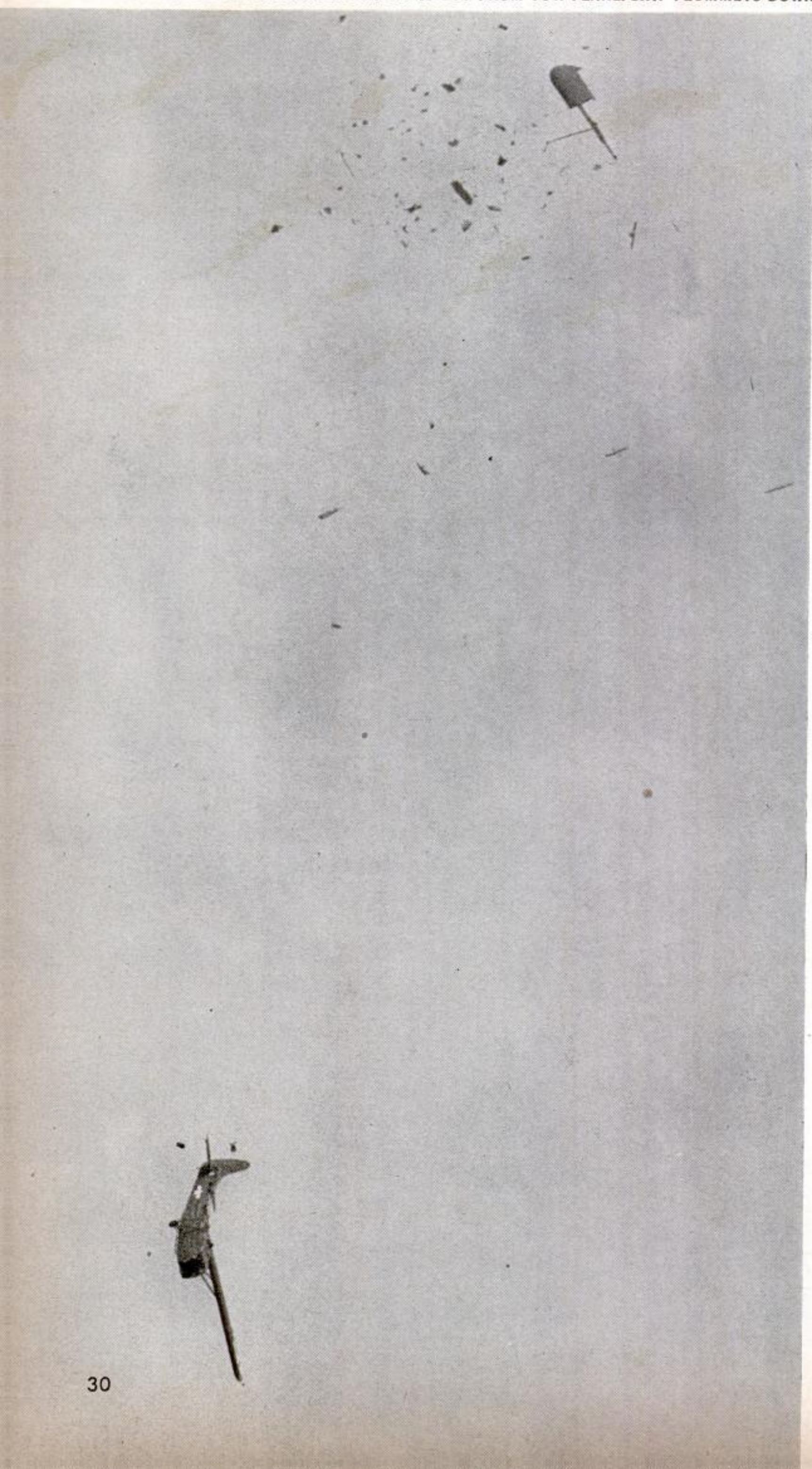
# DEATH IN A GLIDER

**Crash kills Mayor of St. Louis and nine others**

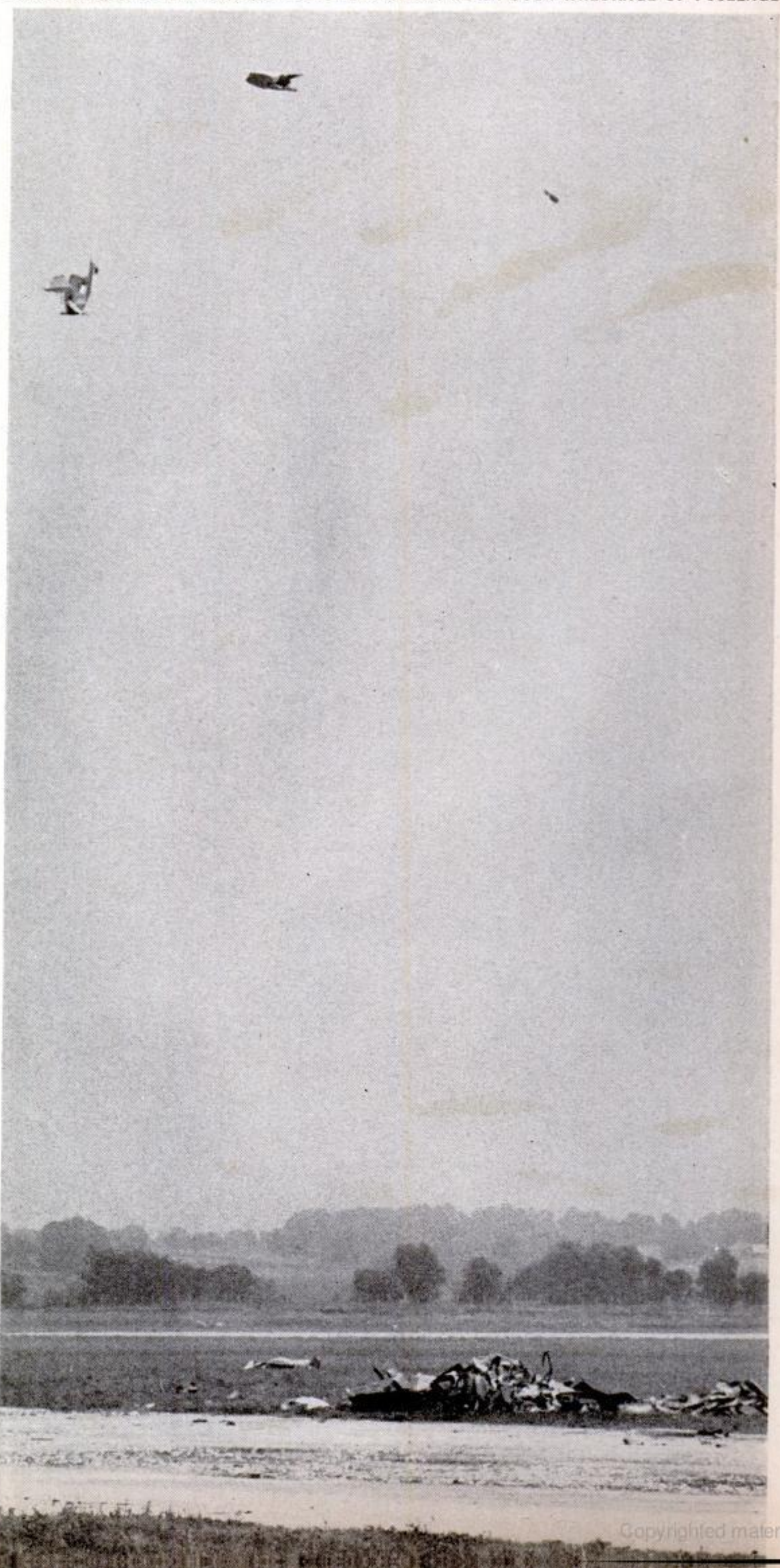
The crowd at the St. Louis airport had no premonition of disaster that warm Sunday afternoon of Aug. 1. The ten passengers who climbed into the roomy seats of the plywood Army glider were nervous, but mostly because it was a new experience. In an interview about the demonstration flight, Mayor Becker of St. Louis had said, half-jokingly, "When our time comes to die, there isn't much we can do about it." It seemed so simple as the tow plane rose smoothly and behind it the motorless olive-drab glider took the air with equal ease. At 2,000 feet the twin-motored transport leveled off. Twice the planes circled the field and the crowd applauded. It seemed so safe. "Now watch the glider," said the loudspeaker, as the gleaming nylon rope between the ships was cut. The glider gave a sudden lurch. The right wing tipped at a crazy angle. Pieces of it began shredding off. Then the whole wing ripped off in a rough, jagged break near the body. In a twinkling the glider smashed, nose down, onto the field. Bits of bodies and fuselage sprayed 50 feet up in the air. The siren of an ambulance shrieked.

Last week, as a result of the catastrophe, the War Department grounded all similar gliders until the causes for the St. Louis accident were thoroughly investigated.

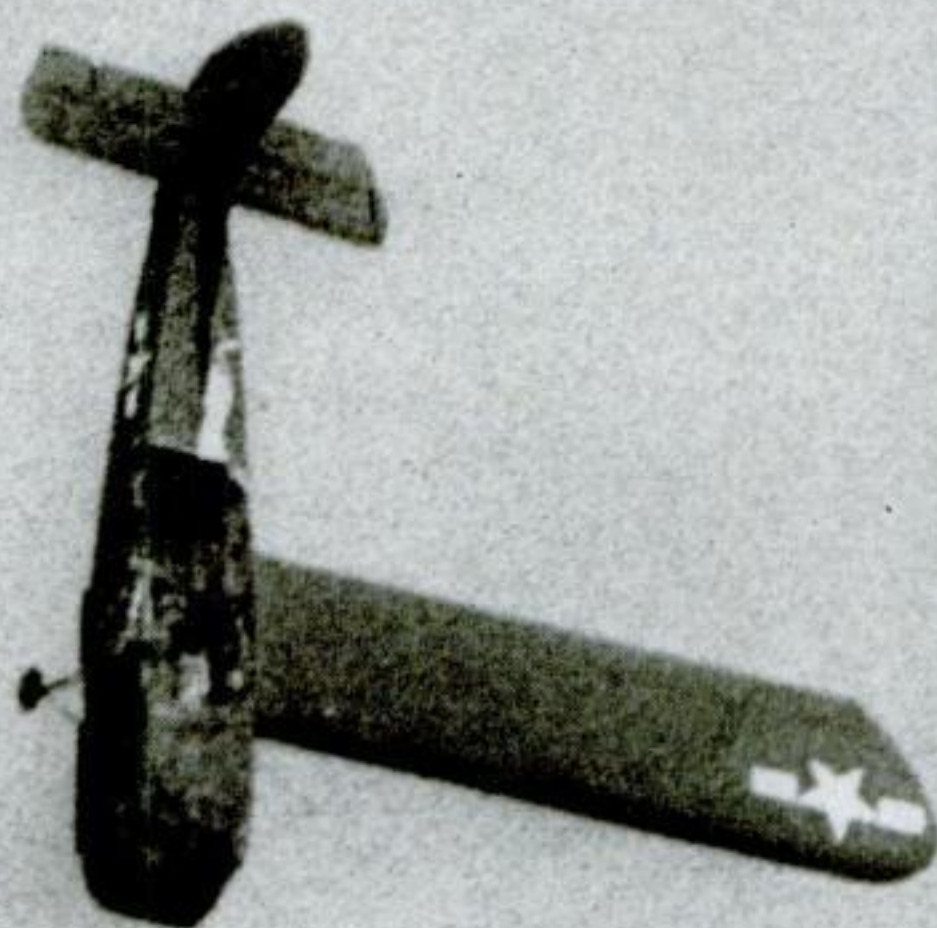
**RIGHT WING CRUMBLES AFTER GLIDER IS CUT FROM TOW PLANE. SHIP PLUMMETS DOWN**



**SECONDS AFTER THE CRASH, BITS OF WING FLOAT DOWN OVER WRECKAGE OF FUSELAGE**







STRICKEN GLIDER DIVES HEADFIRST TOWARD DESTRUCTION





**Blood-spattered Negro** is being pulled in by a patrolman for looting. About 500 were arrested.



**Three youngsters** pose in stolen top hats and tail coats. The boys, aged 12, 14 and 13, were on their way to a party during looting, helped themselves to glad rags.



**Tough cop** grabs Negro youth, takes him into custody. Efficiency of the police was praised by Negro leaders.

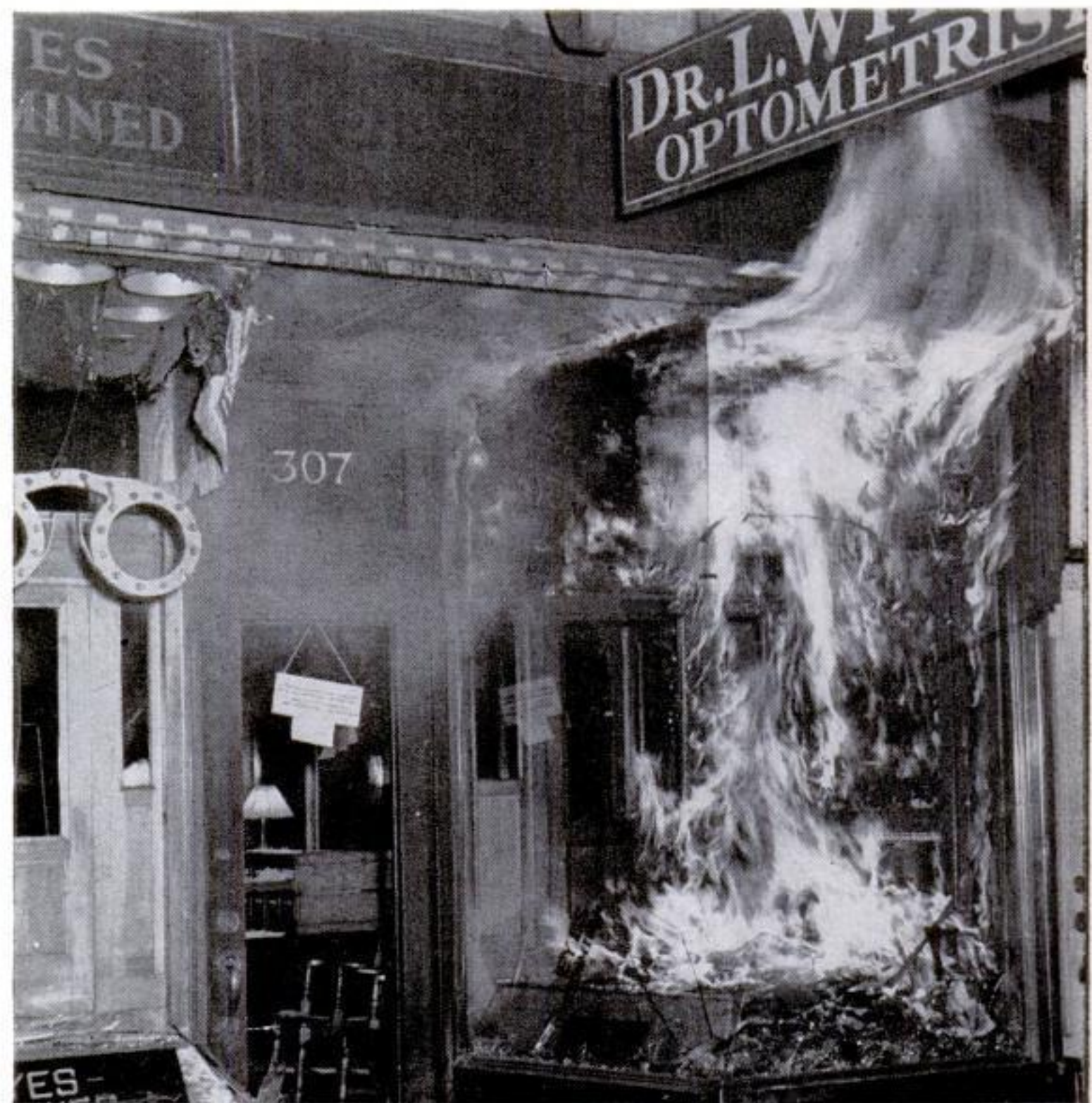
# HARLEM'S WILD RAMPAGE

It brings death, destruction, looting and shame

When the vandalism and the violence had subsided last week, when the sleepy-eyed Negroes of New York's Harlem picked their way shamefacedly through the littered streets, it was Mayor LaGuardia who best summed up the explosion of Aug. 1. "I want to make it clear that this is not a race riot," he said in a radio report to the city during the ugly situation. "There was no need for all this. It was just hoodlums, people with criminal intent, stealing from their own group and injuring their people."

The fuse to the bombshell was set off when a white policeman arrested a Negro woman for disorderly conduct. A Negro soldier on leave, who tried to stop him, was shot in the shoulder after beating the cop over the head. The news buzzed around Harlem. Truth became half-truth, half-truth became rumor. Crowds began gathering, seething with excitement and resentment. The colored soldier became a symbol of their right to fight back. In their semi-hysteria they believed the rumor that he had been shot down and killed in cold blood in front of his aged mother. Someone heaved a brick. That broke the tension. Bands of young boys began swarming through dimmed-out Harlem, smashing store windows and looting. Few shops were spared. Girls and children followed the gangs, scooping up the loot.

When quiet was finally restored on Monday morning, five Negro rioters were dead, about 50 policemen were hurt and over 500 Harlemites were injured. Only the militant generalship of Mayor LaGuardia (see opposite page), the cooperation of Harlem's law-abiding majority and the efficiency of police and Army patrols kept down the toll of destruction.



**FIRE STARTED BY RIOTERS** LICKS THROUGH BASHED-IN WINDOW OF A HARLEM STORE

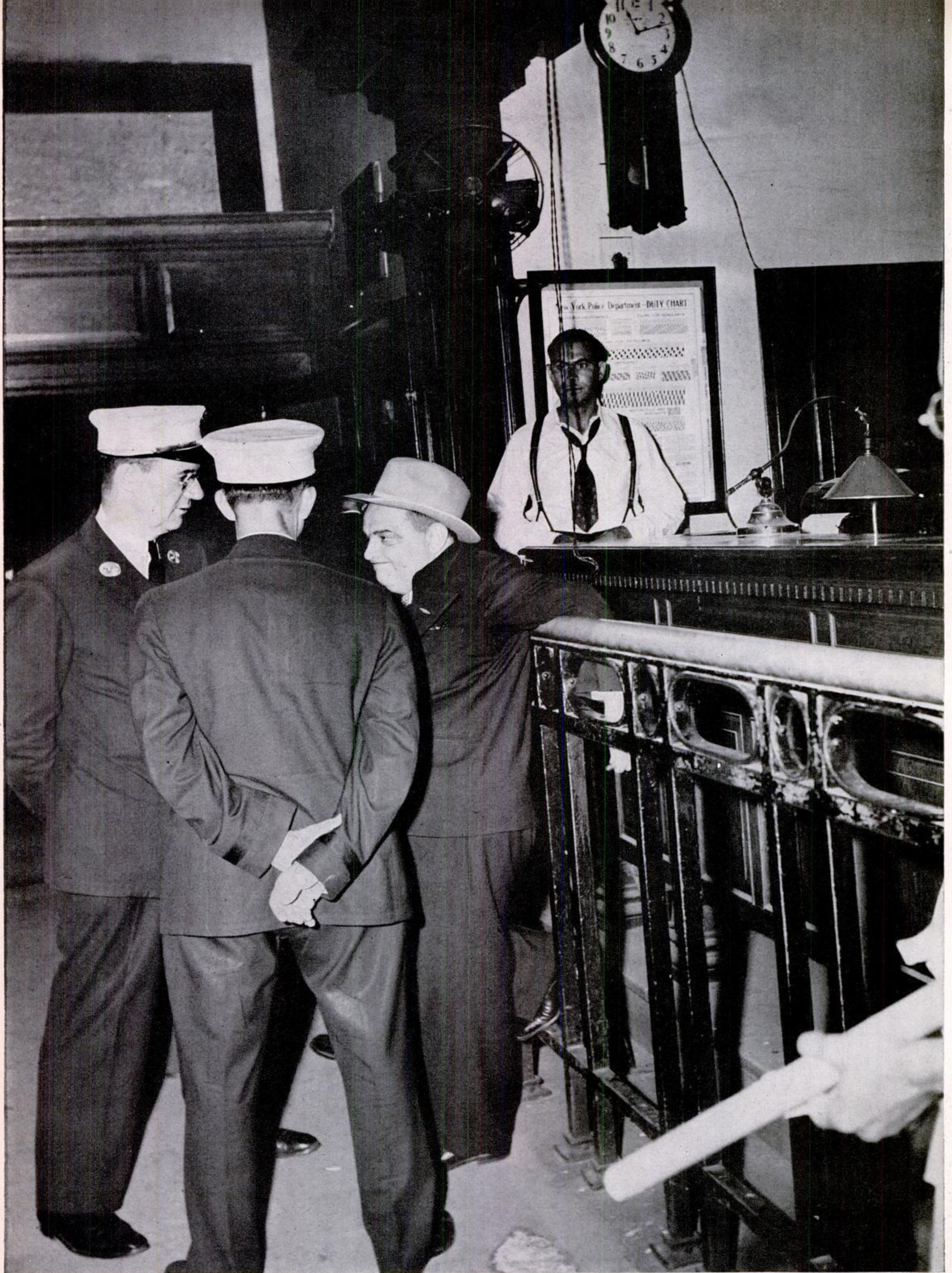
**Women and young girls** were prominent in the surging hordes which swept through Harlem, stripping the stores. Here police are marching a gang of women looters off to station house.



**The morning after**, this crowd gathered to inspect a mass of goods scattered over the street in front of a looted pawnshop. The estimated loss from the night's violence was up to \$5,000,000.







**Mayor LaGuardia** braces himself against the rail at the West 123rd Street police station in conference with officials of the Five Department on the night of the riot. Using this as head-

quarters, the Mayor stayed on the job all night, touring the district in a police loudspeaker car, broadcasting radio appeals for calm and cooperation, enlisting the valuable aid of

Negro leaders and civic groups, making sure that adequate police and Army protection arrived to prevent further disorders. He also ordered more food brought into hungry Harlem.





**Interpretive dancing** was Bovingdon's undoing. This pose is from one of his "mono-dramas," a unique art expression

combining techniques of gymnastics, music, rhythm and speech. Below, he "interprets" with wife, Jeanya Marling.



## THE STRANGE CASE OF JOHN BOVINGDON

Washington had no sooner recovered from the official interment of John Durfee (*LIFE*, Aug. 9) when up popped the case of John Bovingdon. Discovered in the new Office of Economic Warfare by red-eyed Martin Dies, Bovingdon was denounced by the Texas Congressman as a man whose "record and career as a ballet dancer is well known." The newspapers rushed into print with bare-chested, loin-clothed pictures of Bovingdon (*see left*). Embarrassed at harboring a cultist, conservative OEW Director Leo Crowley asked the dancer to resign from his \$5,600-a-year Civil Service position as economic analyst. Bovingdon refused. The next day Crowley fired him unceremoniously.

Like Superman (who is also mild-mannered Clark Kent), Bovingdon has led a double life—one as academician, one as esthete. He graduated with high honors from Harvard in 1915 after majoring in economics. From 1916 to 1920 he was Professor of Economics at Keio University in Japan. After his return to the U.S. he continued his studies of economics and made frequent trips abroad. In 1942 he entered Teachers College at Columbia and is well on the way to receiving his doctor's degree in economics. He joined the Board of Economic Warfare in Washington July 7.

John's other life, however, more than canceled out his qualifications as an economist in the eyes of Mr. Crowley. He doesn't drink or smoke, follows a special diet, doesn't buy anything he can make, and can fall asleep on the floor of a taxi. His dancing is supposed to be the coordination of movement and voice and the whole secret is "breathing." His voice booms out blank verse explaining the "theme" of the dance. At a New York Town Hall recital in 1936, Bovingdon's program included a "prehistoric" dance called Evolution, described briefly as "retch-stretch-momentum."

Although the critic for the *Musical Courier* called him "a polyphony of the arts," Bovingdon now explains that he was never a ballet dancer, only a seeker after health through scientific bodily movement.



John Bovingdon, 53, was working in the Office of Economic Warfare as an analyst when Martin Dies uncovered his past.





*Army rations for our soldiers in the field are cooked and canned for them in the U. S. A. They include appetizing, amply nourishing meat-and-vegetable combinations.*

## **FIRST CLASS FOOD**

### **for a FIRST CLASS FIGHTING MAN**

**O**UR MEN OVERSEAS, brought up on good American home cooking, are getting the kind of food they need and deserve.

Even when miles away from Company mess, they eat rugged, good-tasting meals—food well balanced, well cooked the way an American likes it.

The nation's food canners have cooperated with the Army Quartermaster Corps in the development of these U. S. Army field rations. From Campbell's kitchens, for instance, come a hearty meat-and-vegetable stew and other army field rations—food cooked the American way, then sealed into cans, to be eaten later, thousands of miles away.

The making of army field rations is the Number One job in Campbell's kitchens these days. Millions upon millions of cans are being

produced... prepared and cooked with precise care so that each can of food measures up to the high standard that has been set by the Army Quartermaster experts.

Food for our fighting men comes first. But hearty, fortifying food for folks on the home front is vitally important, too. Campbell's Soups, deep and rich in flavor, give just the good, sound nourishment that war-busy families need these days. That is why so many

homemakers are building meals frequently around hearty Campbell's Soups.

The makers of Campbell's Soups are proud to play a part in feeding a nation at war—making food for men on the fighting fronts as well as for the families at home.

★ ★ ★ ★

*Army field rations, cooked in the U. S. A., go to our fighting men packed in cans. So if tin cans are collected in your locality, salvage every can you open. Remove label, wash, fold in both ends and flatten. Tin is vital to the war!*



**CAMPBELL SOUP COMPANY**  
MAKERS OF FOODS FOR VICTORY





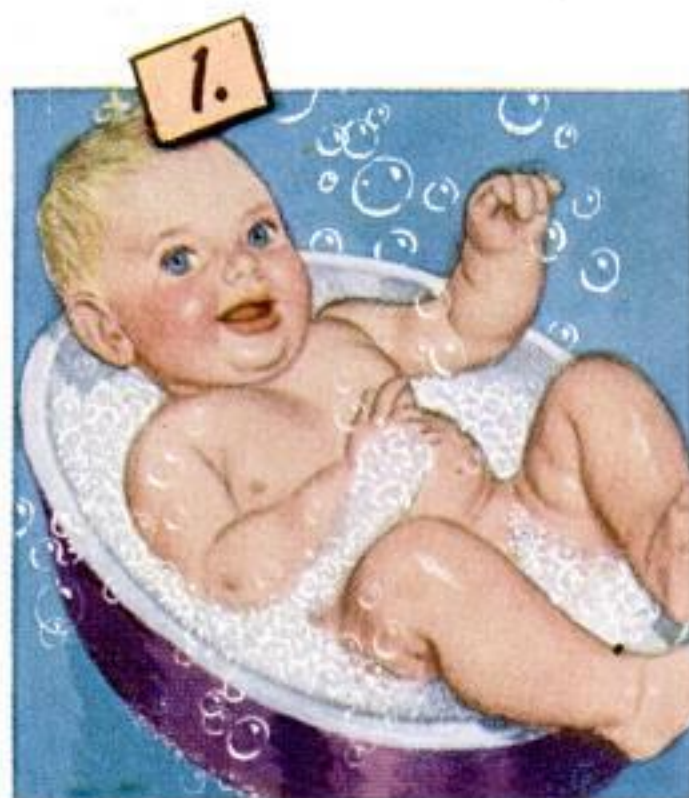
# "WHAT?—SWAN'S 4 SWELL SOAPS IN 1?"

YEP! WHAT A WARTIME BUY! THIS NEW ALL-PURPOSE SOAP WASHES JUST ABOUT EVERYTHING IN THE HOUSE!

"OH DEAR, do I need soap for fine laundry? Or is it bath soap I need? And let's see—how's my supply of kitchen soap? H'm . . . I wonder . . . do I need more soap for the baby?"

Why worry about trying to keep four or five different kinds of soap on hand, when SWAN will take over all your washing jobs?

It's not only quick and easy to let SWAN wash everything . . . it's also thrifty!



Swan's ideal for baby!

Purer than finest castiles! Mild as May to your complexion, too!



Swan's grand for bath!

Lathers like sixty in hardest water. And what a fresh, clean smell!



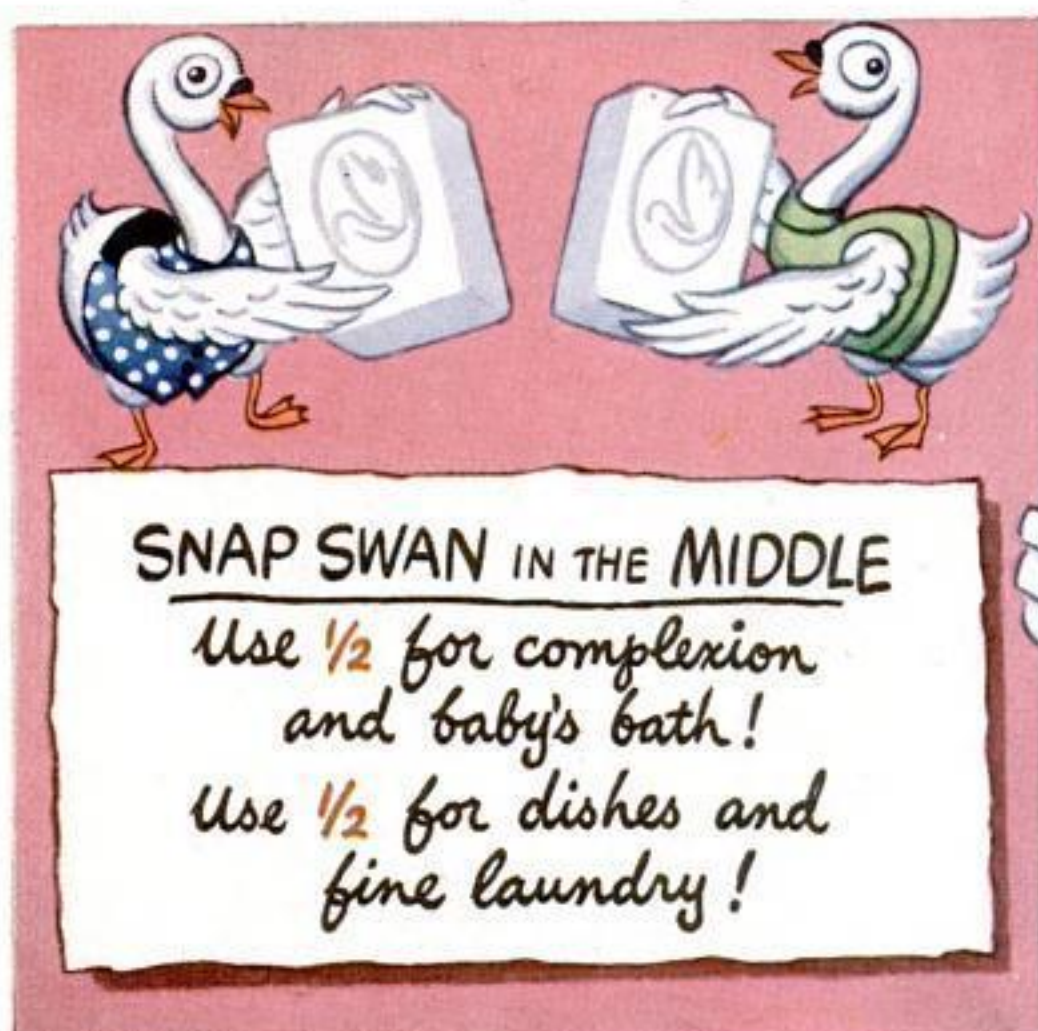
Swan's a whiz for dishes!

Whips up creamy suds quick as a wink! Pampers your hands, too.

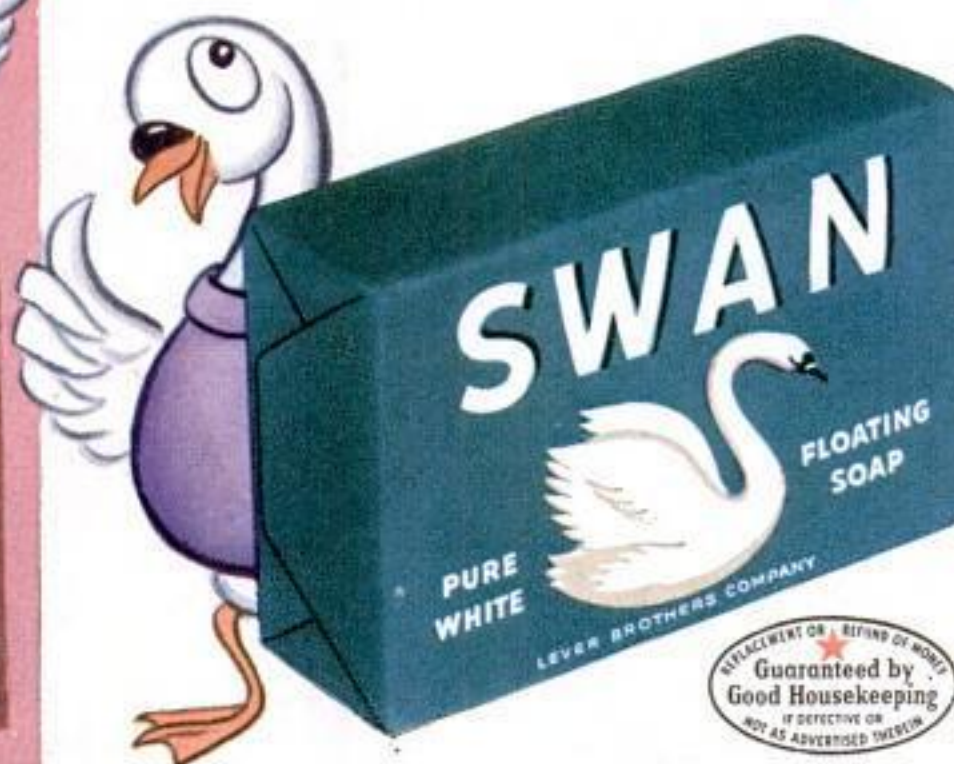


Swan's a wonder for fine things!

Helps keep precious silks like new! So firm, it lasts and lasts.



## SWAN IS 4 SWELL SOAPS IN 1



Two convenient sizes—  
Large and Regular

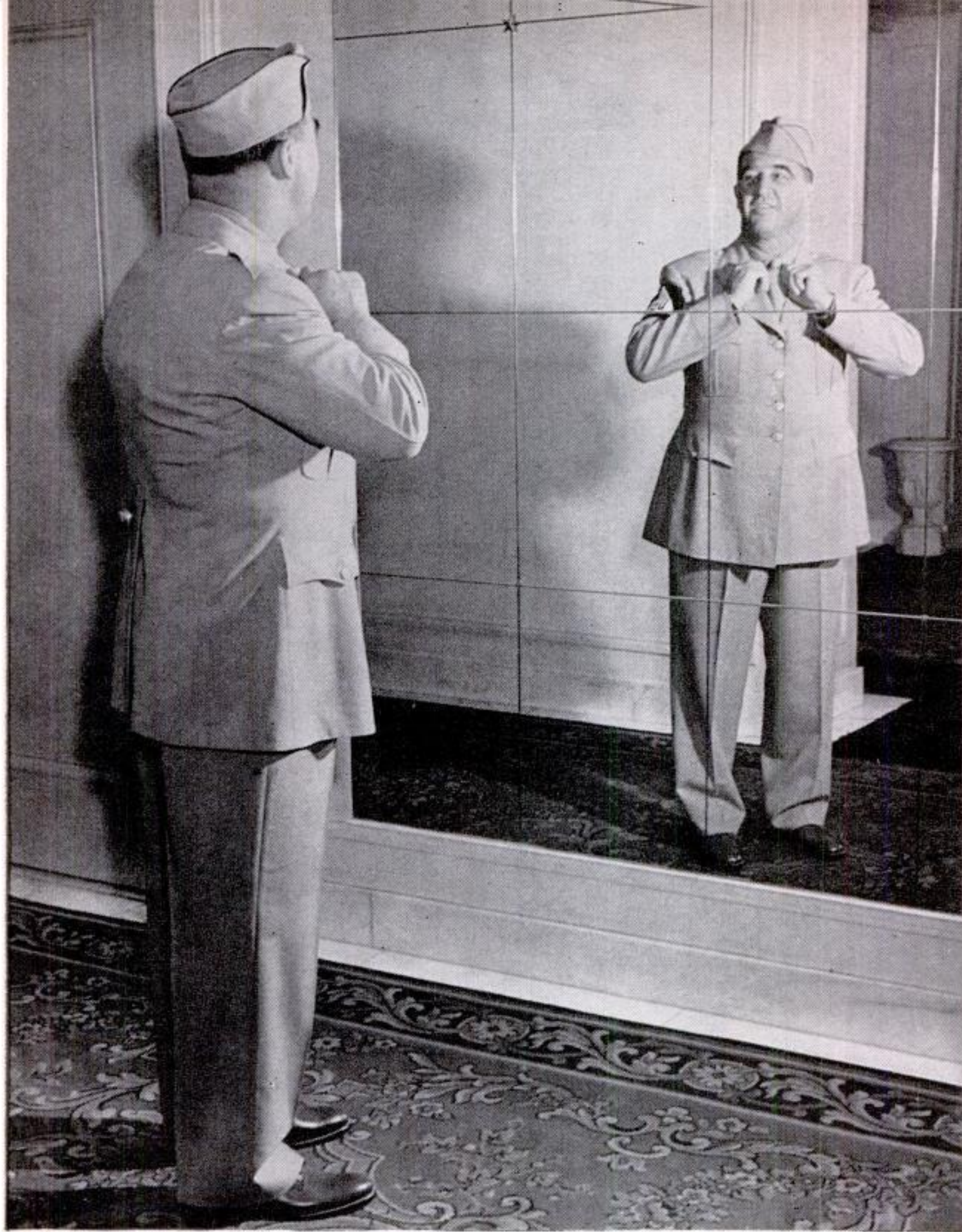
MADE BY LEVER BROTHERS CO., CAMBRIDGE, MASS.

### IT'S PATRIOTIC TO SAVE SOAP!

Train the family! Clip out these hints. Paste them on the bathroom mirror. Keep a dish for soap ends handy, wherever soap is used.

1. Don't leave soap in water.
2. Don't make more lather than you need.
3. Beware of a wet soap dish! Keep it dry.
4. Save slivers of soap—for making soap jelly.





**Snappy "Happy" Chandler** of Kentucky gives himself a delighted once-over in the mirror of his Washington hotel. This is the Senator's dressy tropical worsted summer uniform, especially fitted for him by his tailor.



**Smiling Jim Mead** of New York tries on his GI clodhopper boots. He decided to return them "because we couldn't make any altitude with those aboard."

# SENATORS GO GLOBAL

## Five will fly to all fronts

Last week five U. S. Senators were in England on the first leg of a round-the-world tour which will take them to Africa, the Near East, India, China, Australia and American bases throughout the Pacific theater. The lawmakers who have embarked on this junket in an Army bomber are Senators Mead and Brewster of the Truman Committee, Senators Lodge and Chandler of the Military Affairs Committee and Senator Russell of the Naval Affairs Committee, appointed chairman.

The Senators intend to investigate reports that U. S.-built airfields in foreign nations will be turned over to those countries six months after the war. They will also

study international transportation and supply by air, sea, highway and rail. In North Africa they will check into the arrangements for the distribution of American goods and materials to the civilian population.

To outfit themselves for the 30,000-mile, two-month tour, the Senators, excepting Lodge, gathered together so much paraphernalia (see p. 38) that the Army had to allow them 75 pounds for baggage instead of the regulation 55 pounds. Other Senators who wanted a chance to wear a uniform and see the world are still criticizing the tour. One recently wise-cracked, "I suppose I can stay home and read Wendell Willkie's *One World* every day."

**Serious Ralph Brewster** of Maine poses with overseas luggage in front of an advertising sign for Maine potatoes. He is also taking along 99 sticks of Maine spruce gum to give away to American troops abroad.



**Chairman Richard Russell** of Georgia packs his khaki trousers. Russell will wear uniforms only in military areas. Lodge, fifth Senator, will wear mufti.





If you want to "make up"-



and she spurns your advances-



this will win her over!



You always make a hit with RITZ-  
it's America's Favorite Cracker!



Army-Navy Award  
to Nabisco New  
York Bakeries for excel-  
lence in production of  
biscuit, crackers and  
emergency ration biscuit  
for the Armed Forces.



IT SELLS LIKE MAGIC — that's why your food dealer  
may occasionally be short of Ritz. If this hap-  
pens in your store, don't blame the grocer. Both  
he and Nabisco Bakeries are doing their utmost  
under wartime conditions to keep you supplied  
with America's Favorite Cracker.

BAKED BY NABISCO • NATIONAL BISCUIT COMPANY

## Senators Go Global (continued)



**Winter outfit** purchased from the Army Quartermaster includes a flying jacket (*in bag*). Chandler took no woolen underwear, declaring, "I'll generate my own heat."



**Summer outfit** includes six pairs of cotton trousers and twelve handkerchiefs. The Senators' equipment cost more than the officer's usual \$250 allowance for uniforms.



Chandler says farewell to friend and admirer, Actress Ruth Chatterton. "Happy's" teen-age daughter Mimi made film debut last month in *Henry Aldrich Swings It*.

CONTINUED ON PAGE 48





## You've got to multiply by THIRTY MILLION

**M**AYBE YOU HAVEN'T been saving waste fats and grease in your kitchen simply because you thought the little you could contribute wouldn't be worth while.

*Don't you believe it! Little things, when multiplied by the power of America's thirty million homes, have a habit of adding up to really important amounts.*

Even the comparatively large quantities of fats and grease which the 42 kitchens of the 8 hotels in the Statler organization carefully salvage, plus that saved by all other hotels, are but a drop in the bucket compared with the amount America's housewives could save—if they but realized the vital need.

For, while the hotels of America serve approximately a million and a half meals daily,

the homes are serving almost *ninety* million meals. Look! . . .

*If you save a single tablespoonful of fat in your kitchen today, and every other home does the same, it will supply our war industries with almost a million pounds!*

That's enough fat—salvaged in one day—to make the glycerine needed in producing *a million* and a half pounds of gunpowder! So . . .

Save every bit of used or waste fat—every day. Strain it into a clean, smooth-edged can. Thirty-one tablespoonfuls make a pound. When you have a pound or more, your butcher will *buy* it. Then put the money into War Savings Stamps.

It's a mighty small service Uncle Sam is asking of us—but it's mighty important!

## STATLER HOTELS

★ ★ ★

HOTELS STATLER IN

BOSTON \$3.85 BUFFALO \$3.30 CLEVELAND \$3.00

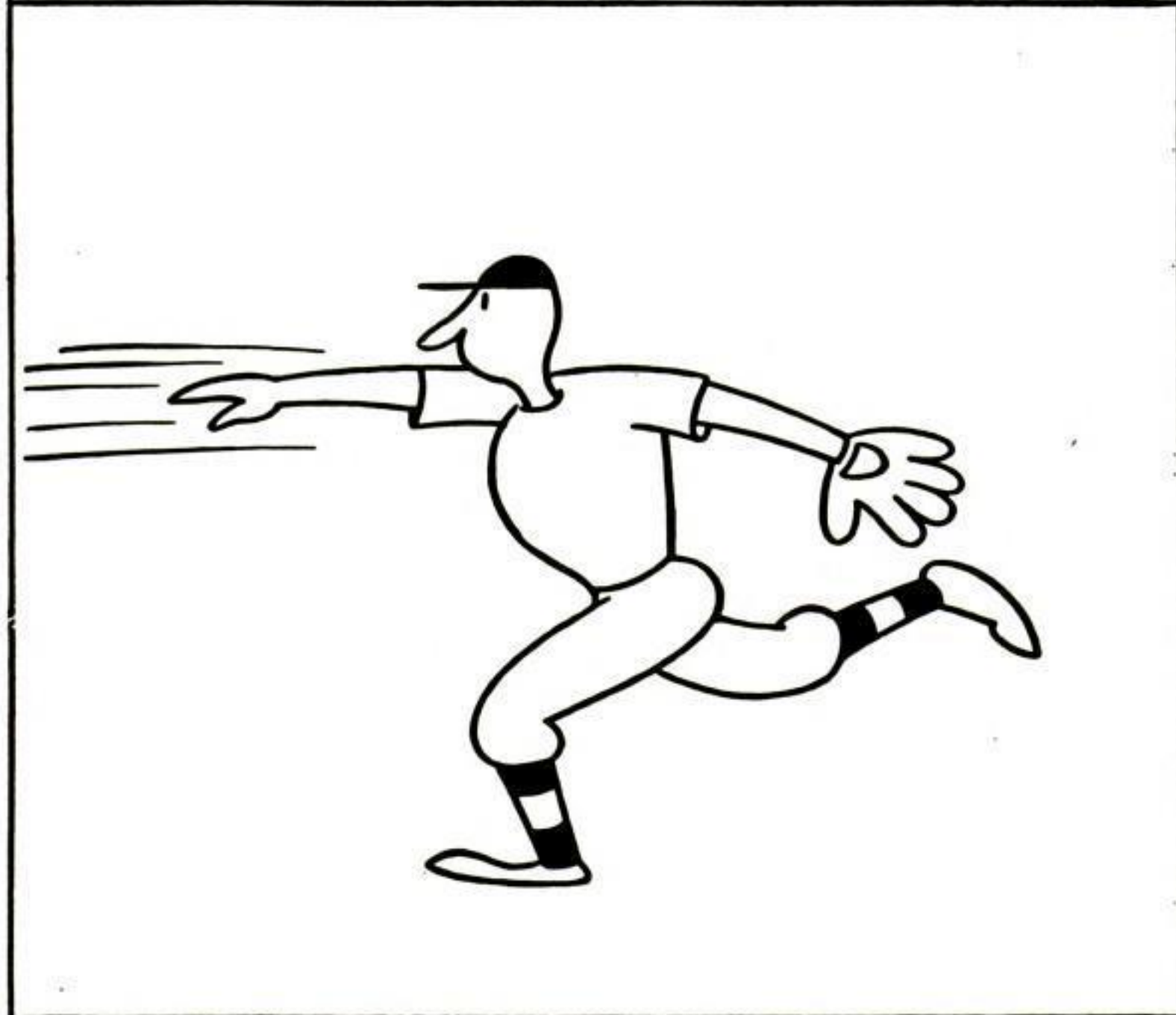
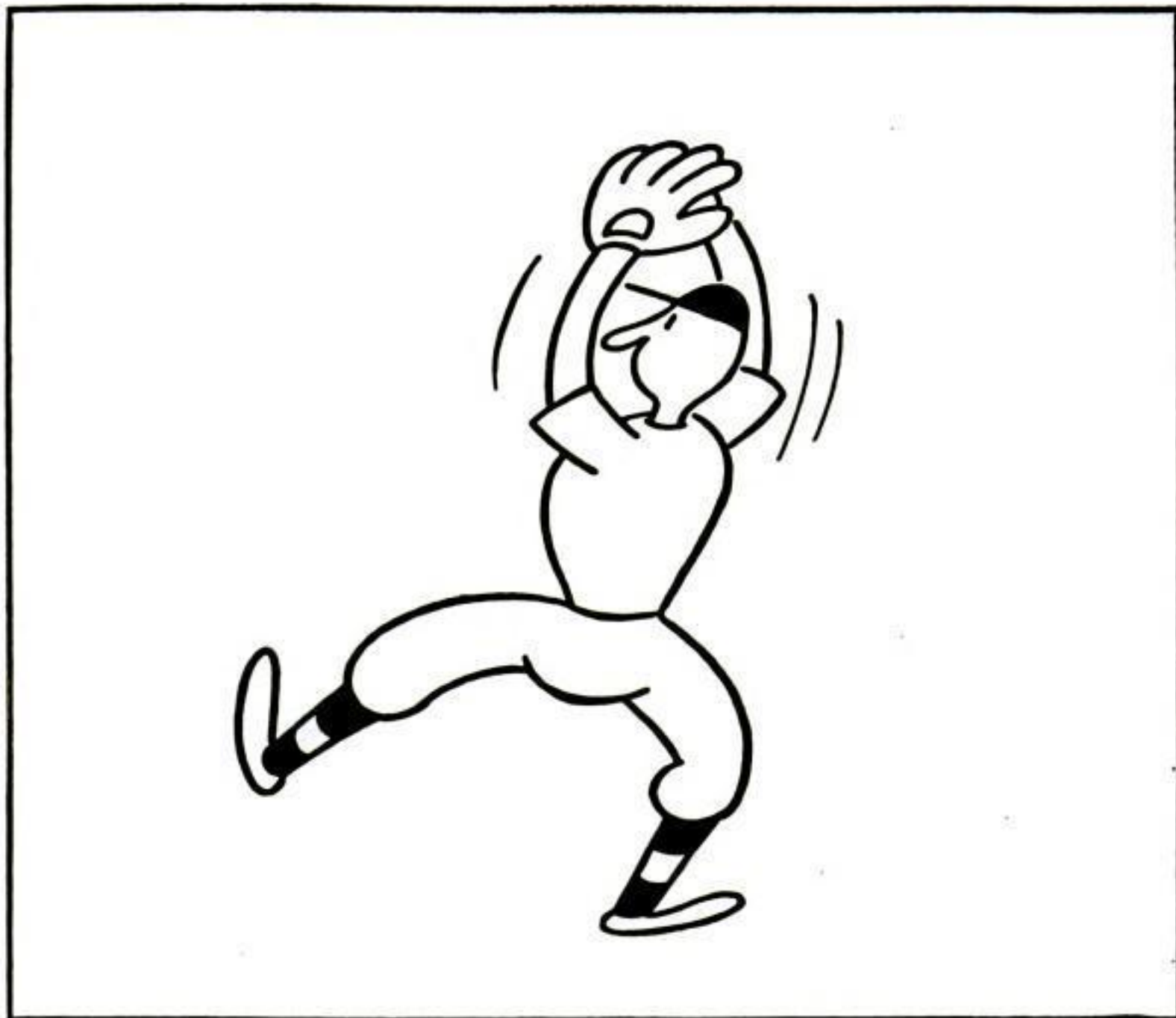
DETROIT \$3.00 ST. LOUIS \$2.75 WASHINGTON, D.C. \$4.50

STATLER OPERATED

HOTEL PENNSYLVANIA \$3.85 HOTEL WILLIAM PENN \$3.85  
NEW YORK PITTSBURGH

*Rates Begin At Prices Shown*





## Senators Go Global (continued)



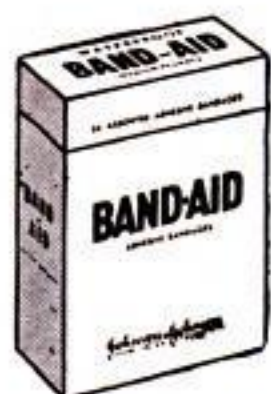
Senator Mead, in his office, displays his War Department identification card and metal "dog tag" on which are inscribed his name, address of next of kin and blood type.



Ready to go, Mead tests load he has to tote—one suitcase and two musette bags. He says the trip will give committee "an over-all bird's-eye view of the whole war."



An old family friend



in a new form —

# Sulfa-thiazole \*BAND-AID!



**Sulfa-thiazole!** It's one of the famous Sulfa Drugs. The drugs everybody's talking about — that help so wonderfully to prevent infection of war wounds!



You can now get your old stand-by, BAND-AID, with Sulfa-thiazole treated pad . . . to give you extra protection when caring for small cuts, scratches, and blisters.



Listen to Edwin C. Hill in the "Human Side of the News" every Tuesday night.

- Sulfa-thiazole BAND-AID is the newest member of the famous BAND-AID family. It's the new way to protect small wounds from dirt, germs, trouble!

Never take a chance with a cut, scratch, or blister. Don't let infection get started—don't let even the smallest injury go unguarded. Treat it quickly and properly. Then, for added protection, apply a Sulfa-thiazole BAND-AID.

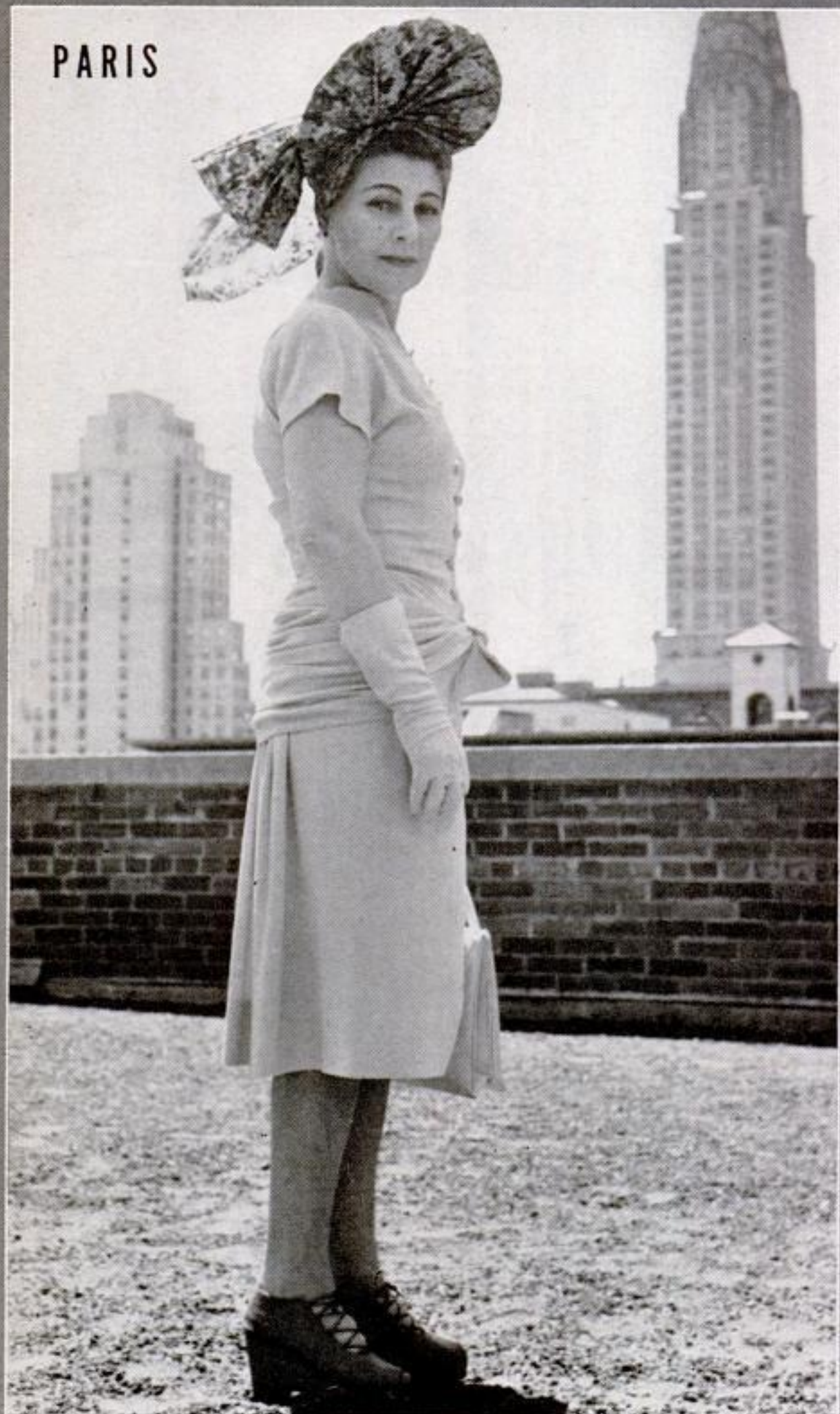
Sulfa-thiazole BAND-AID—36 adhesive bandages for only 23¢.

**Johnson & Johnson**  
NEW BRUNSWICK, N. J. CHICAGO, ILL.

\*Band-Aid is the Reg. Trade-mark of the adhesive bandage made exclusively by Johnson & Johnson.



PARIS



Mme. Costes poses, on New York roof-top, in a Maggy Rouff dress with detachable band around hips. Bulky band looks suitable for hefty German frau. Below is a sleek Maurice Rentner dress with figure-flattering band.

NEW YORK



PARIS



WIDE SWEEP OF HER BOUGHT-IN-PARIS, CAPE AND DRESS IS HERE DEMONSTRATED BY MME. COSTES

## NEW STYLES FROM PARIS & NEW YORK

The first sizeable collection of French creations to reach the U. S. since the German occupation of Paris arrived in New York via Spain and Argentina several weeks ago as part of the wardrobe of Mme. Dieudonné Costes, wife of the noted French aviator. Such clothes, made by French dressmakers who must cooperate with Nazis if they want to stay in business, are fashioned to the Berlin taste. In normal times the arrival of a new collection of French clothes in New York would greatly stir the trade and press. Mme. Costes' clothes created barely a ripple. The New York dress industry was busy showing its own new styles to about 50 fashion writers from all over the U. S. What they saw were trim styles made according to Government fabric-restricting orders. What Madame Costes had to show were vulgar exaggerations of famous silhouettes.

TAILORED CAPE-AND-DRESS OUTFIT BY ANTHONY BLOTTA IS OF WOOL. PARIS HAS ALMOST NO WOOL

NEW YORK



CONTINUED ON PAGE 44 material



# FIRE POWER

## *for the home front*

**A**MERICA is pouring out war materials with every sinew of her industrial strength.

Planes, tanks, guns and ammunition are flowing in an endless stream to widespread fronts.

To keep it up takes power. Power takes heat. Heat takes fuel.

So together with all the food, war goods and other things the railroads have to carry, they must haul extra quantities of fuel to keep the round-the-clock plants humming

— a million barrels of oil a day to the East alone — over 100 times the amount the railroads used to bring in

— nearly 12½ million tons of coal a week — up 37% since the war began

in 1939.

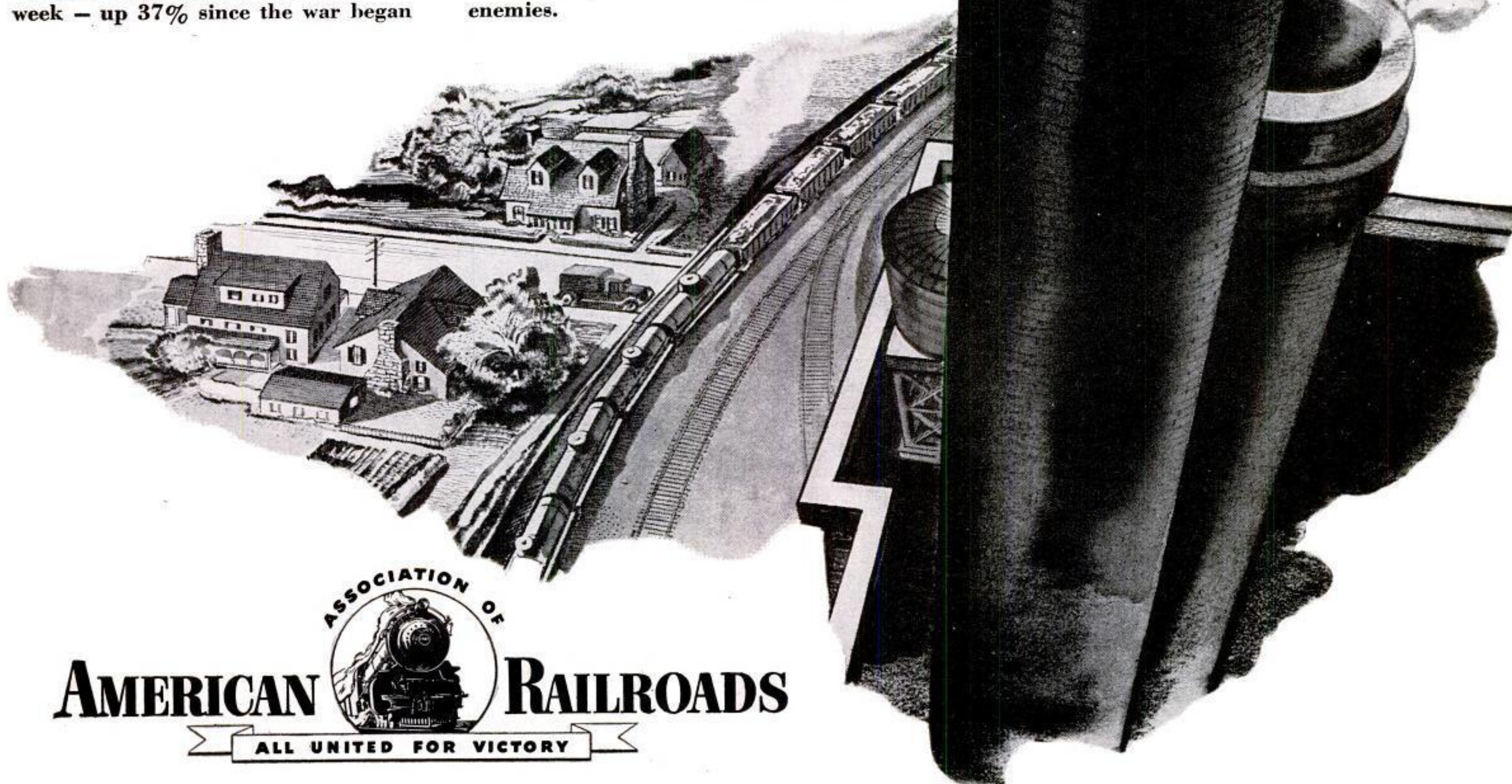
It takes special cars to haul coal and oil. And there is a limit to their number.

But the railroads will do their part to provide “fire power” for all our needs by making every bit of this equipment serve its utmost.

Right here you can help.

Home heating normally takes one coal car out of every four. By putting in your cold-weather supply of fuel now, you help free a car to carry fuel to war plants next winter.

So fill your bins or fuel tanks. It's good insurance that you'll be warm and it helps strike a blow at our enemies.

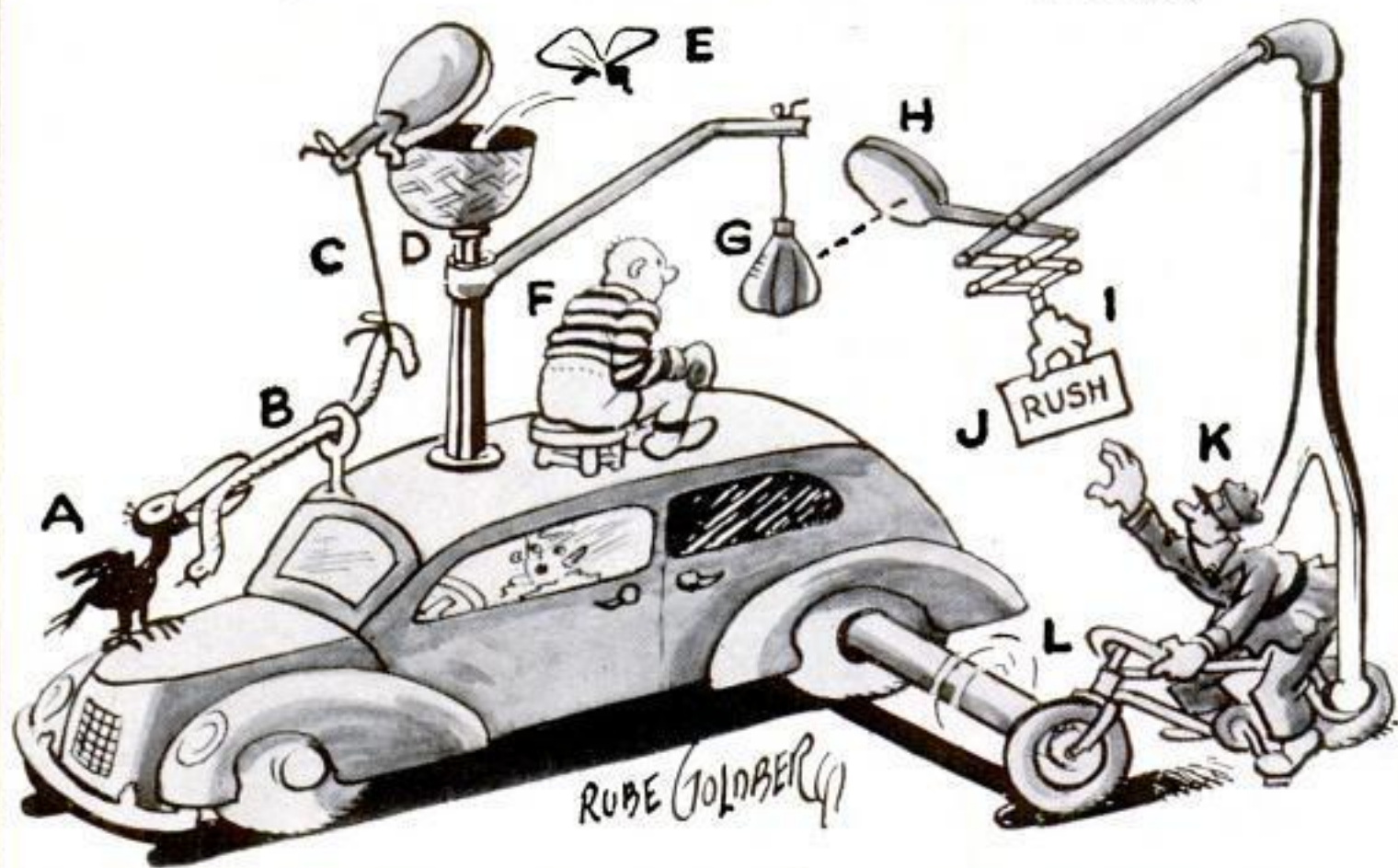


ASSOCIATION OF  
**AMERICAN RAILROADS**  
ALL UNITED FOR VICTORY



# "BE STINGY WITH GAS!"

SAYS RUBE GOLDBERG



EARLY BIRD (A) CATCHES WORM (B), PULLING STRING (C), WHICH OPENS BASKET (D) AND RELEASES MOTH (E) — MOTH EATS UP PRIZE FIGHTER'S SWEATER (F) — FIGHTER, FEELING COLD, PUNCHES BAG (G), WHICH HITS PADDLE (H), CAUSING HAND (I) TO GIVE RUSH TELEGRAM (J) TO MESSENGER BOY (K), WHO STARTS PEDALING ON BICYCLE, MOVING CAR WITH ROD (L) — WHILE WAITING FOR CAR TO START, DROP IN AT THE BANK AND BUY AN EXTRA WAR BOND.



Of course, an easier way to  
SAVE GAS IS to sound your Z  
for

## PENNZOIL



### KEEP ENGINES COOL

Your dashboard temperature gauge doesn't show how hot your engine is! As your car ages, scale and rust insulate the water passages—keep dangerous heat inside your engine so that vital parts literally "burn up"!

To help keep your car alive for the duration, have the cooling system cleaned twice a year.

For 16 pages of interesting facts and pictures on the wartime care of your car, write for a free copy of the booklet, "How To Keep Your Car Alive". Address Dept. AL, The Pennzoil Co., Oil City, Pa.

OIL IS AMMUNITION—  
USE IT WISELY!

### WHAT! MOTOR OIL SAVE GAS? YOU BET—IF IT'S PENNZOIL!

This specially refined Pennsylvania oil resists the sludge, varnish and gum that put a gas-wasting drag on your engine.

In a clean motor, valves and piston rings can move freely to seal in all the power from each explosion. There's less wear on bearings, less danger of vital parts breaking. You get more miles from every precious gallon of gasoline and the life of your car is prolonged.

Next time you need oil, remember how PennZoil Motor Oil saves both gasoline and your car—and *sound your Z!*



## Paris & New York Styles (continued)

NEW YORK



PARIS



Dinner clothes, in the New York manner, are sirenish, like this black dress by Jo Copeland. French dress worn by Mme. Costes is matronly, suitable for full figures.

PARIS



Unmistakably Alix is this draped gown. Alix clothes have long been famed for subtle flattery of feminine curves. Here Mme. Costes' curves are smothered in fullness.

CONTINUED ON PAGE 46





- 1.** The other evening . . . somebody rang our front door bell . . . and I didn't want to put on my shoes so I said, "Put out the lights, Quick!" which my wife did . . . meanwhile, peering through the curtains from a vantage point, she said . . . "It isn't the air-raid warden or the Stanley Jones, or anybody we know, and it doesn't look like somebody who wants us to put money into something . . ." "Up with the lights," said I, "and let the man in," which she did.



- 2.** And the man said, "Good Evening Friend," and for a nasty moment I was afraid he'd ask us if we had been listening to our radio or what shaving cream I liked or whom I'd vote for in 1944. But he was all right . . . He did nothing of the sort.



- 3.** He just sat down, friendly like and told us about Postum . . . how good it was. He was a good talker and he had our mouths fairly watering . . . to taste that rich, full-bodied flavor . . . that heart-warming goodness . . . it sounded good . . . it certainly did.

- 4.** And my wife said, "Thank you so much. I always had an idea that Postum was something that was supposed to taste like tea or coffee or something . . ."

And the man . . . crinkled up his face and smiled very patiently . . . and said, "People say that until they find that Postum is a swell drink in its own right. Would you like me to make you a cup?" And by that time we felt like he was one of the family . . . he even took off his shoes and wiggled his toes . . . with the best of us . . . so we said . . . "Wonderful!"



- 5.** So he made us some Postum . . . using our hot water and his Postum . . . from a package which he carried in his pocket . . . and it was wonderful . . . wonderful.



- 6.** Then he stood up and said, "Good Night All." And there was a little puff of smoke and he disappeared.

"My Heavens!" said my wife and I just blinked my eyes.

He was gone just like that . . . with nothing but the package of Postum on the table to show or prove . . . he'd even been there.

And my wife said, "Maybe it would be better if you and I didn't mention this to anybody. We know it happened . . . but we couldn't prove it and besides . . . the children have to grow up around here . . ."

"That's right," I said, "we won't say a word about anything except . . . what a perfectly swell drink Postum is . . ."



Have you tried iced Postum? It's one of the grandest summertime drinks you ever tasted. Treat your family to iced Postum today!

# Postum

ONE OF AMERICA'S GREAT MEALTIME DRINKS







Rely on  
**Reliance**

## Yankshire—Two Coats In One

The Reliance Yankshire is *really* two coats in one! Normally a smart corduroy or wool finger-tip length model, it is reversible into a dependable shower-proof gabardine for damp chill days. Just turn it inside-out in a twinkling! Styled and tailored by Reliance for comfort and freedom of action, Yankshire is your all-purpose coat for all weather. Sold in both men's and boys' sizes by good stores all over the country.

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Shorts • Aywon Shirts • Parachutes for  
Men and Matériel



## Paris & New York Styles (continued)

PARIS



Mme. Costes' eyes are barely discernible beneath the green and black feathers on this hat made by Suzy, Parisian milliner, once noted for piquant, nonsensical hats.

NEW YORK



John Fredericks, New York milliners, created without benefit of Paris inspiration this bit of barnyard millinery, one of many fancy feathery hats in their collection.





## *I wish you could see our daughter, John*

TOMORROW she's getting married, John. I wish you could be here instead of so many thousand miles away.

In the year since you went to Australia, John, she's changed from a pretty girl into a beautiful woman. You'd be amazed how truly beautiful she's grown.

I think, maybe it's falling in love—truly falling in love—that transforms a girl like that. It seems to me that I changed from a plain girl into almost a pretty one that summer we fell in love and were married 22 years ago.

Anyway, I know if you could see her, you'd be as proud as I am that she's *our* daughter—and how I do wish you could be here to give her away.

You'll like the man she's getting married to. He's the Army engineer she's written you so much about. Charles is quite a bit like you, I think, John. Gentle. Considerate. And he

has a proper sense of values, just as she has.

When I asked them what they wanted for a wedding present, they didn't hesitate. (I think they had talked it over before.) They said they'd like some International Sterling, if we could get it. Or else some War Bonds—to buy their sterling after the war.

Charles said they'd rather have a few *very nice* things than a lot of things they didn't want to keep forever. They're right, John, just as we've always been right. There's something about sterling—particularly the finest sterling like International—that gives a home substance and character. It seems to say, "The right sort of people live here."

I couldn't find a complete set of sterling for them—just two place settings. So I'm giving them a War Bond, too—and our own sterling coffee spoons. (Remember them?) Just for good luck's sake.

Because International is working full speed on war production and making less sterling, your jeweler may not now have all the pieces you want.

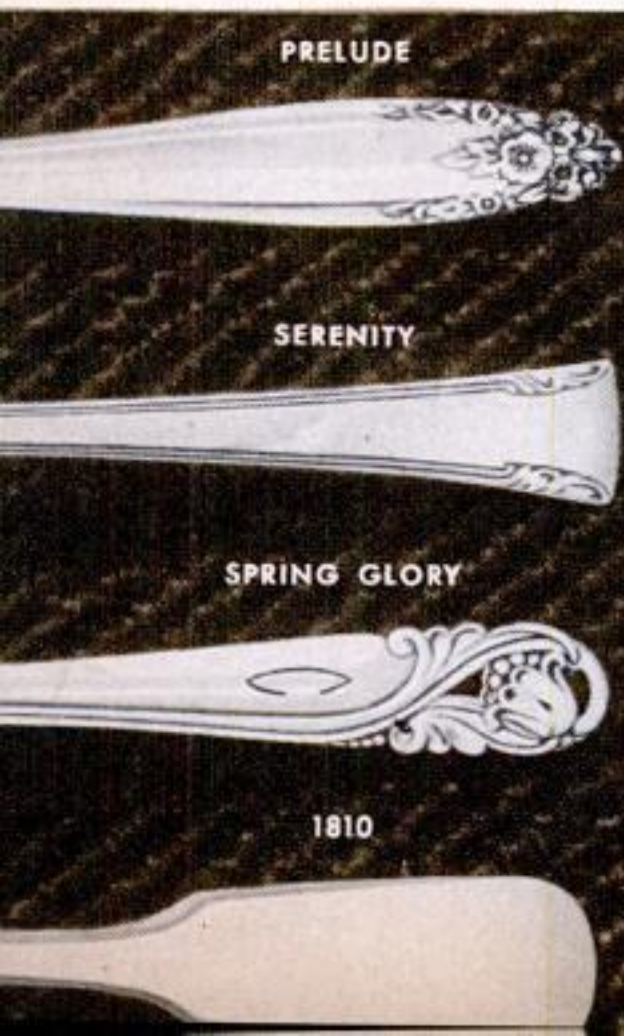
*Why not earmark some of the money you are putting aside in War Bonds for the purchase of International Sterling after the war? For with International Sterling you will have the lifetime satisfaction of knowing...*

—that your sterling was made by the world's foremost silver house...

—that your pattern was designed by craftsmen whose predecessors were creating spoons of coin silver 100 years ago...

—that pieces created by International's *present* craftsmen have been exhibited in leading art museums.

Copyright 1943, International Silver Company



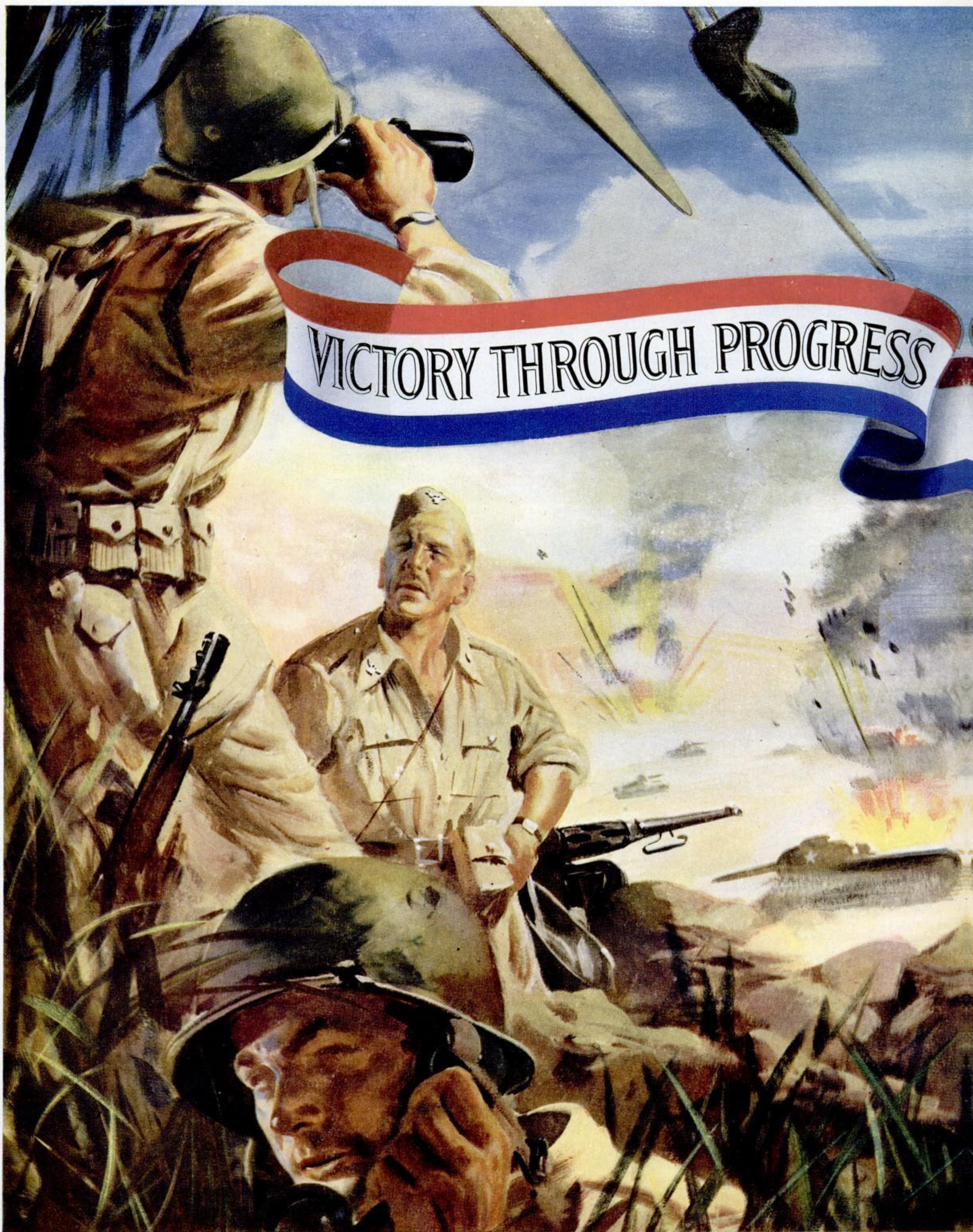
THE  
ENCHANTRESS  
PATTERN



# *International Sterling*

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## NOW BLUEPRINTS ARE BORN *on the battlefield*

THE lessons of this war come hard, fast and many, leaving no time for the measured, steady progress by which the automobile was perfected in peacetime.

So, close up behind our fighting men – close enough to know the sting of desert sandstorms, the taste of salt spray, the sound of overhead dog-fights – General Motors maintains a staff of some 250 special field technicians and observers.

On every front, these men gather firsthand reports of General Motors-built war goods in action, assisting military men to find possible improvements in structure or design. From the reports they send back, blueprints for new and better instruments of victory can be shaped by home-front teamwork between

General Motors engineers and Army and Navy experts.

Such on-the-spot search for technological progress is but one instance of how General Motors carries out its fourfold wartime purpose – which is to increase the volume of war goods, to reduce costs, to make most efficient use of materials and to maintain high Army and Navy standards through constant enlargement of General Motors “know-how.”

This “performance reconnaissance” represents a step taken primarily to hasten victory. It likewise serves to spur progress when victory is won. For from what is learned in the stern test of war are being gathered many lessons to make more bountiful the blessings of the coming peace.

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“VICTORY IS OUR BUSINESS”

PROGRESS THROUGH VICTORY



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Glenmore's celebrated formula for  
three generations.

## ALWAYS THE SAME

Because each step in making this  
fine Bourbon is scientifically  
controlled.

## A TASTE TRIUMPH

Uniform in flavor and bouquet with  
a million barrels experience  
behind every drop.



Like many other American businesses, Glenmore is fortunate in being able to contribute importantly to war work. Since February, 1942, we have been making war alcohol in a special plant, and since last fall our complete facilities have been devoted 100% to the production of alcohol for munitions and other war materials.

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Glenmore Distilleries Co.,  
Incorporated

BUY WAR BONDS . . . It's fun to smack a Hun!



# P-38

## LOCKHEED'S TWIN-TAILED FIGHTER LIVES DOWN ITS HOODOO TO SWEEP ENEMY SKIES

by WILLIAM P. GRAY

In the bleak morning sky over Iceland, eight months after the Jap attack on Pearl Harbor, Lieutenant Joseph Shaffer buzzed up through the clouds on the tail of a lone, four-engined Focke-Wulf Kurier on reconnaissance and began pumping bullets into it from his trim little P-39 fighter. While he was thus setting fire to one of the German's engines, a P-38 Lightning fighter piloted by Lieutenant E. E. Shahan whistled down from a higher altitude and opened fire at close range with his four machine guns and his cannon. His shells hit the Focke-Wulf's bomb bay, and the big, dark-winged plane exploded with such violence that Shahan could feel the heat of the flames.

The importance of the P-38's part in this lonely little fragment of the war could scarcely be underestimated. Nevertheless, it will find a place in the chronological history of World War II, for the big Focke-Wulf was the first German plane shot down by the U. S. Air Forces in the European theater.

That night, Harold Bufton, service representative of the Lockheed Aircraft Corporation who had flown from California to husband some P-38's, bought out the entire supply of liquor of the officers' club at an Iceland base and invited all the fliers on liberty to join him in a long series of happy toasts to the P-38. The P-38 fighter had the unhappy reputation of being the most hoodooed warplane in aviation history; perhaps this successful action in Iceland marked the beginning of the end of its jinx.

It would have pleased this same Mr. Bufton immeasurably if he could have been present at a certain Allied camp close to the Tunisian front, six months later, not long before Tunisia's sky collapsed on Rommel. Into that camp the military police brought a disheveled German flier who was mumbling hysterically and repeating something about "*der Gabelschwanz Teufel*." An interpreter was called, and he had the translation quickly: "the fork-tailed devil." The German was talking about the P-38.

During the six months between Mr. Bufton's happy night in Iceland and the incident of the hysterical German in Tunisia, the P-38 had dispelled its jinx and proven itself the most versatile fighting plane in the air.

### It squeals like a pig

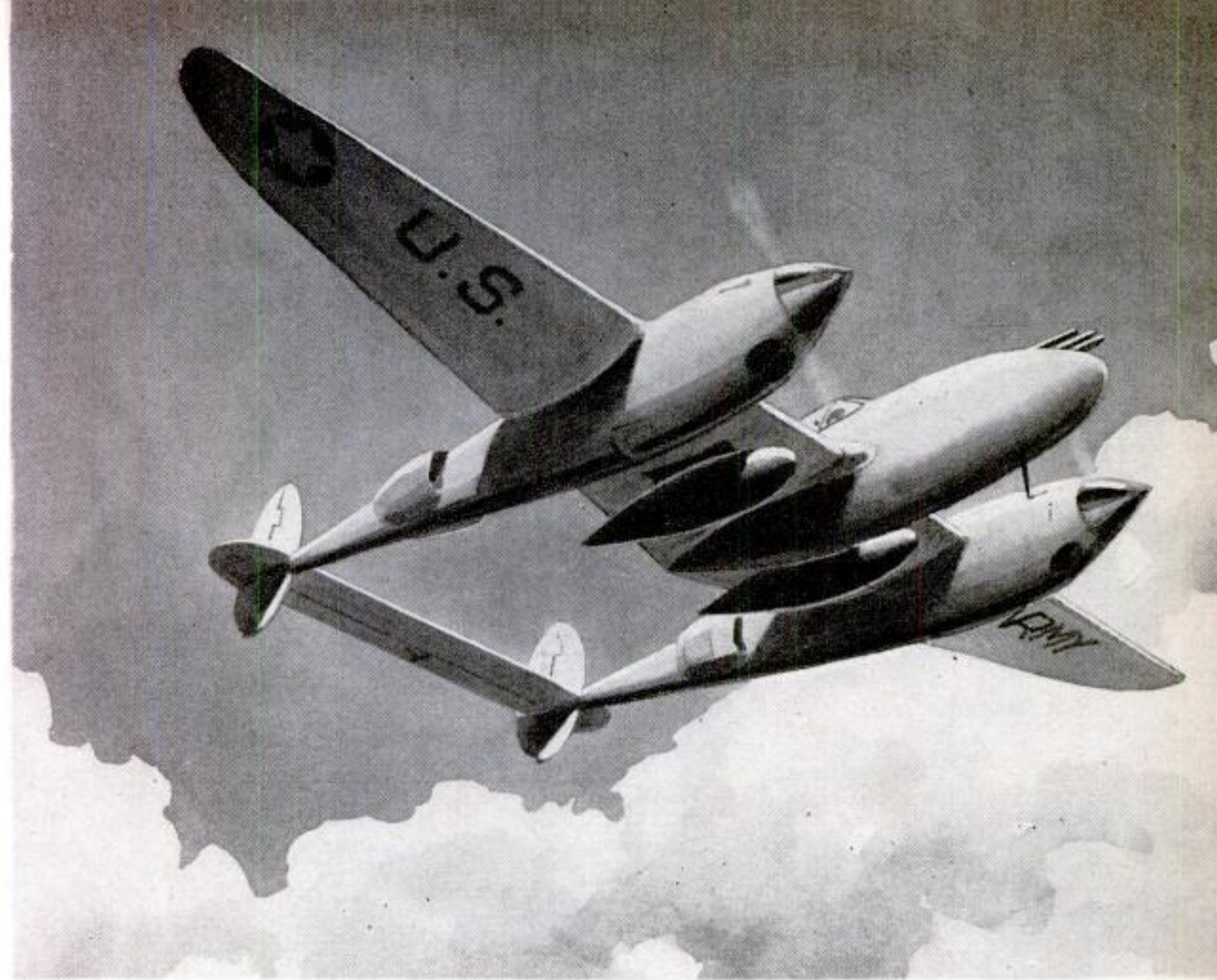
The P-38, or Lightning, is the only single-seater twin-engined fighter plane now used by any Allied air force. Heaviest of U. S. fighters, it is also one of the fastest. It weighs about seven tons (as much as three Cadillac sedans), carries only its pilot, and costs \$125,000. Its two engines are worth \$16,000 apiece and radio equipment alone, \$3,000. Many a pilot has gone through four years of college for less than the cost of a P-38's propellers—\$4,000. Its light cannon hammers out nine explosive shells each second and its four .50-cal. machine guns another 72 rounds. It can fly farther nonstop than the regular Douglas transports in normal commercial airline service. It can travel over 400 m.p.h., cruise more than 2,000 miles, climb 4,000 feet a minute. It is so streamlined that 60% of its "drag" is in the landing gear, which folds into the body on take-off. The plane invariably whistles through the air and squeals like a pig in misery before a landing. Despite its speed in flight, it lands at about 80 m.p.h.

The easiest way to get into a P-38 is by climbing a 6-ft. stepladder to the front of the wing and walking across the wing to the cockpit. It carries either bombs or extra gasoline tanks under its wings. It is used now as a fighter, a bomber, an escort ship for bombers, for tank and troop strafing and as a photographic plane.

From the day of its conception in 1936, the P-38 was a hot but hoodooed airplane. It broke into the news by crashing. The R. A. F. tried it and turned it down cold. Lockheed dumped \$20,000,000 into its development before it got anything out. And airfield gossip gave the P-38 the worst beating ever taken by any American military airplane. Favorite stories said that it was "too much of an airplane for one man to fly and fight" and that in fast stalls the tail shook right off. Many student pilots were scared jittery by the thought of flying it. At one point, gossip had the Army putting hell-roaring sergeant pilots in the P-38's to spare its officers.

The P-38's life story is altogether about seven years old, but it began to

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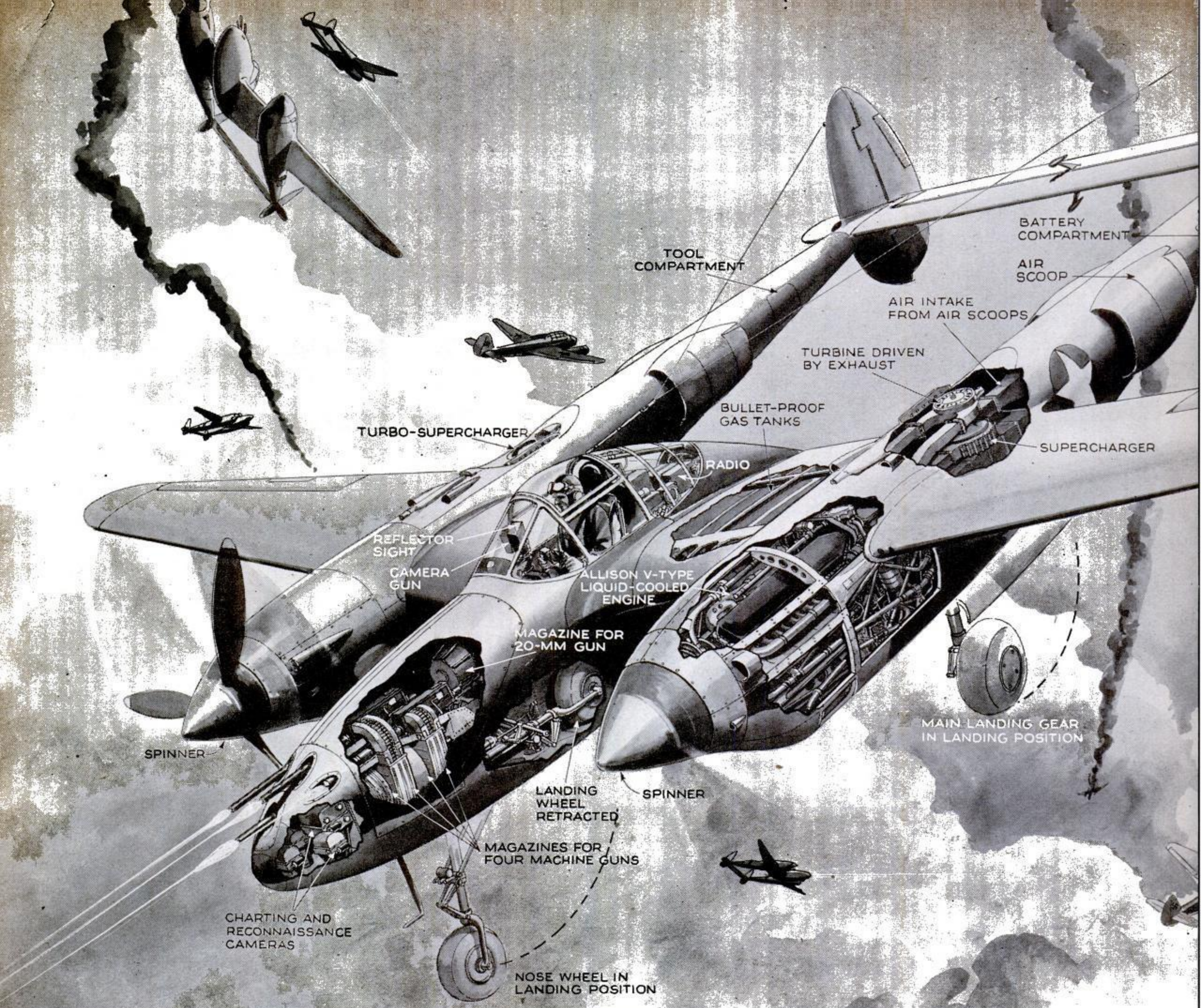
As first fighter to fly over the ocean nonstop to a battlefield, the P-38 added another point to its record of versatility. Two disposable fuel tanks, each carrying 150 gallons of gas, hang under the belly (see above) and give plane range for long bomber-escort missions and delivery hops.



For photo reconnaissance, the P-38 has five cameras in place of guns in its nose. It depends only on tremendous speed and high altitude to escape enemy attack. Below, the Lightning interceptor fulfils its primary purpose, blasts a German plane to doom in tangle high above the clouds.







IN BATTLE SETTING, ARTIST SEIELSTAD PRESENTS CUTAWAY DRAWING, SHOWING FEATURES OF "FORK-TAILED DEVIL" THAT MAKE PLANE FEARSOME TO ENEMY PILOTS. NOTE HOW

## P-38 (continued)

take dramatic form on Dec. 31, 1938 in Burbank, Calif. On that cool, clear night, a lanky young Army test pilot, Lieutenant Ben S. Kelsey, drove up to the door of the Lockheed aircraft factory, where a strange and secret procession was forming. Under cover of darkness the procession rolled away slowly from Burbank toward the orange belt east of Los Angeles. In it were three trucks heavily loaded with large, dark, canvas-covered forms. A squadron of motorcycle police and a small galaxy of private automobiles and Army cars convoyed the trucks along a winding route, chosen to avoid low bridges and telephone wires.

The procession moved in the last hours of 1938 out of legal necessity. The load wasn't ready sooner, and Lockheed's permit thus to clutter the highways of California expired with the end of 1938. Actually, the permit was violated. It was shortly after breakfast on Jan. 1, 1939 when the mysterious convoy moved its load into a tightly guarded hangar at the Army's March Field.

For the next few weeks at March Field, soldiers passed the word around that a crew from Lockheed was putting "XP-38" together in the guarded hangar. They said it was big and had twin tails and two engines. It was going to fly the pants off any airplane in the world. Lockheed had spent over two years building it. At last, on a January day, the hangar doors opened and the gleaming, twin-tailed pursuit plane, with three landing wheels like a tricycle, was pushed slowly out on the airfield. It was big for a fighter plane, and looked like something out of Buck Rogers.

Lieut. Kelsey, a scholarly, black-haired engineer and a superb pilot who had flown since the age of 14, gave it the routine ground trials. One day,

roaring down a runway at near-flying speed, he cut the throttle and tried the brakes. The brakes didn't work, and the shiny big plane plowed right off the field into a ditch. There it mired down to the hubs, stuck like a clumsy gull in quicksand.

Despite this bad omen, the XP-38 was prepared for its secret first flight. Pilot Kelsey, alone in the big fighter's cockpit, made the engines roar, checked his instruments, wiggled the controls, gave every gadget a final test, waved to the spectators, fastened the transparent canopy over his head and pointed the plane for take-off. With a surge of power, it thundered down the runway. Suddenly it lifted with the grace of twin arrows leaving the bow. Then something happened.

## How the hoodoo started

The plane began shaking in the air, turning on its course. Spectators held their breath and waited for the crash. But in the cockpit, Ben Kelsey steadied the plane in a matter of seconds. The wing flaps—designed to give the heavy plane extra lift on its take-off—had failed. After saving the plane and himself, Kelsey flew it half an hour, landed it without flaps and accepted congratulations. All new planes have "bugs" in them, and the XP-38 had no more than its share. But this second incident within a few days began to suggest to the superstitious around March Field that this was a hoodooed plane.

The first flight didn't show much, except that the XP-38 had a deliriously high cruising speed. The proof grew in successive test flights. Kelsey was to deliver the plane to Wright Field in Dayton; and if results at Dayton looked good, Kelsey could go on to New York to make it a cross-country flight.





TAIL BOOMS HOUSE ENGINE ACCESSORIES, BESIDES GIVING PLANE STABILITY

At daylight, the XP-38 zoomed off toward Amarillo. Kelsey took the plane up to 24,000 feet hunting for the fastest altitude, finally settled on 18,000 to 20,000. Two hours and 48 minutes after leaving March Field, he landed at Amarillo, in the panhandle of Texas. He called a couple of gas trucks to refuel, wasted 20 minutes before heading toward Dayton. He was at Wright Field two hours and 45 minutes later. There he lost another 23 minutes refueling and holding a conference on the field with General Arnold. The decision was to go on.

The otherwise dull day of Feb. 11, 1939 is still remembered at Pittsburgh's airport for a cryptic message that crackled into the radio tower in midafternoon:

"XP-38, Kelsey pilot, out of Dayton for Mitchel Field, altitude 22,000, cruising speed 420."

The Pittsburgh radio operator, who had talked to lots of airplanes but never heard anything like that, sat up straight in his chair and shook his thoughts.

"What!" he shouted into the airport microphone.

"Cruising speed 420," repeated the voice from the sky.

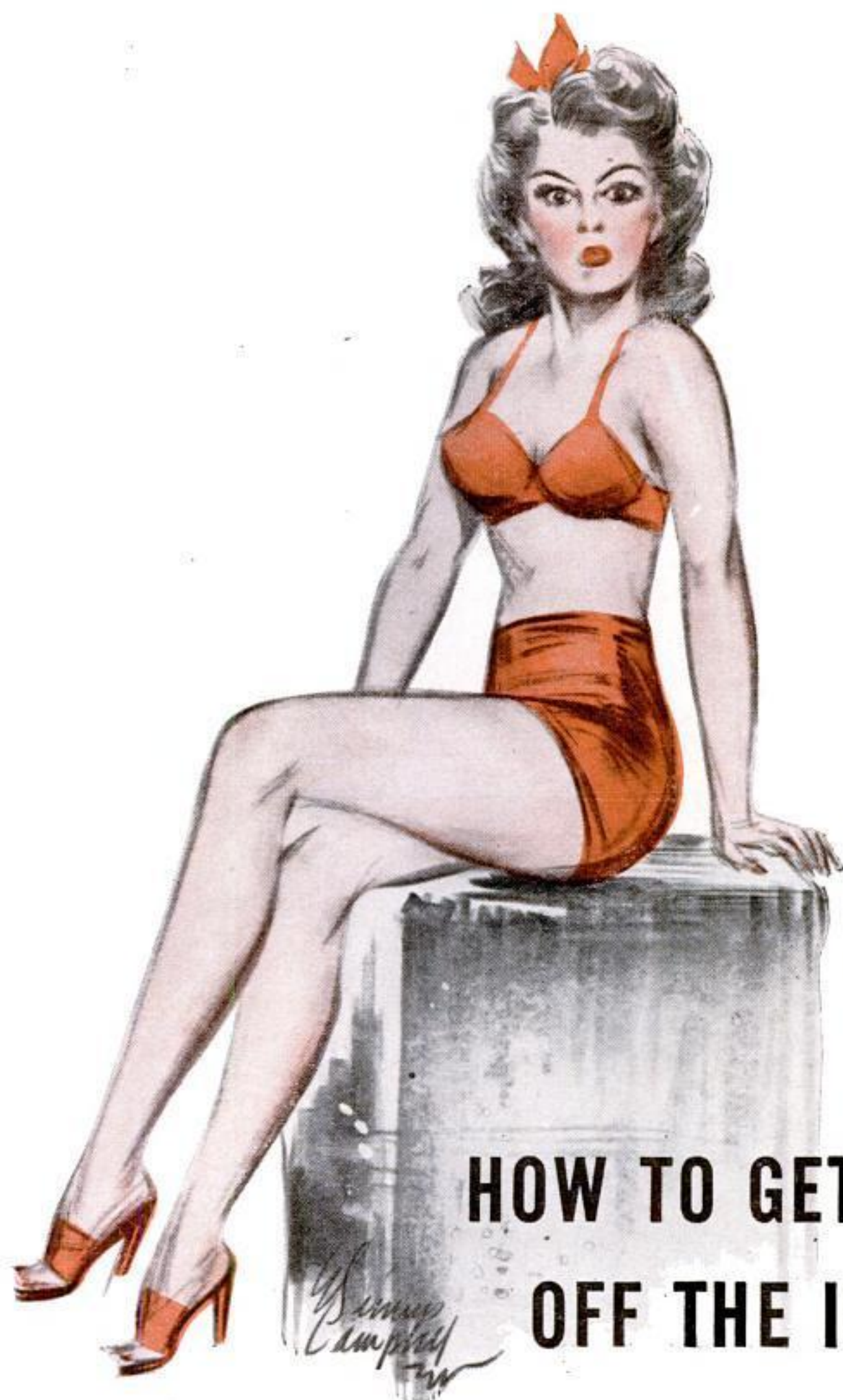
"What the hell's going on?" shouted the Pittsburgher.

"Estimated time to Mitchel Field, 43 minutes," continued the methodical voice of Pilot Kelsey.

"Listen, fellow," said the man in the radio room. "Mitchel Field, Long Island, is 300 miles from Pittsburgh. Let's start over. . ."

But before the argument was well started, it had faded away. At 420 miles an hour, the mysterious XP-38 had passed out of Pittsburgh's radio range during the conversation.

CONTINUED ON NEXT PAGE



## HOW TO GET HER OFF THE ICE!

**WHEN PRETTY** little Nellie freezes up on you, get yourself a "persuasive" Barbasol Face and watch her get off the ice. No woman likes a coarse, rough skin and grizzly chin. Neither does Barbasol. Its beneficial oils soothe as you shave—leaving your face feeling cleaner and softer, fresh as a daisy and younger looking.



**FOR CLOSE-UP.** Barbasol is better. Better for close-up shaves. Better for shaves that feel better to the ladies in a close-up. Barbasol never bites or burns even the tenderest skin—it soothes as it softens your beard for the quickest, sweetest shave you ever had.



**FIRE!** When you get an overdose of sun, that's when a cooling, soothing Barbasol shave feels especially gratifying. But why stop there. Barbasol relieves the discomfort of sunburn—anywhere. Try it—it's wonderful! In Tubes or Jars. Large size 25¢. Giant size 50¢. Family size 75¢.



For modern shaving—No Brush—No Lather—No Rub-in

BARBASOL BLADES  
5 FOR 10¢-15 FOR 25¢



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COMFORT AND SAFETY!



Extra soft... extra gentle, too. That's why Northern is the safe tissue for tender-skinned kiddies—the comfortable tissue for grown-ups.

Extra strong... extra absorbent, too. More reasons why every member of your family will agree that Northern is a much more satisfactory bathroom tissue.



Extra important: gentle-softness, strength, safety and absorbency. The four qualities essential to a better bathroom tissue... the four qualities you get when you buy **NORTHERN TISSUE**.



Copr. 1943, Northern Paper Mills, Green Bay, Wis.

**NORTHERN HANDY TOWELS** are gentle-soft and more absorbent, too. Just the thing for your kitchen and will save you lots of time and work. Use Northern Handy Towels regularly.



DO YOUR PART! BUY WAR BONDS AND STAMPS REGULARLY!

## P-38 (continued)

Forty-two minutes later, the U. S. Army's very secret new pursuit plane ignominiously crashed the nation's headlines by piling up in a creek bed 200 yards short of Mitchel Field. That was the messy ending to an almost spectacularly successful transcontinental flight. The March Field "jinx" had beaten the XP-38 to Mitchel, and there in the creek bed lay the shattered remains of the world's fastest airplane.

Exactly what caused the crash, not even Kelsey knows to this day. Near Mitchel Field, Kelsey had throttled down completely to lower the once-skittish flaps. When he got them out and gunned the ship again, it wouldn't take. The engines stubbornly held to idling speed, the plane couldn't make the field. It glided into the creek bed, where it cartwheeled and foundered. Of the five or six possible causes of this accident, all were corrected in subsequent designs.

Kelsey had flown across the continent in 7 hr., 2 min. of flying time—an unofficial record. But to Lockheed men, the smashup was high tragedy. After two years of expensive struggle with design and production, the plane had flown only five hours before the transcontinental flight. Just what the XP-38 had—besides speed—no one knew with any scientific certainty.

Lockheed started fresh to build another prototype (the YP-38) and get into factory production on the Army's first order for 13 of the ships. But when the first new P-38 took off into the sky over Burbank in a service test, the twin-tailed white hope of the U. S. Army developed "flap flutter." When it reached a speed of 150 miles an hour, it started vibrating all over like a cement mixer. A few well-placed "ventilator" holes were punched under the wing surface where the flaps joined it, and the frightful turbulence was cured. But bad news travels fast and the puzzling P-38's reputation suffered further.

## The British turn it down

While Lockheed's engineers thus fretted in Burbank, war came to Europe in the fall of 1939. The British and French, desperate for planes, together shortly ordered 667 P-38's with the U. S. Army's agreement. First, however, the P-38 design had to be adapted to French and British specifications. What came out ultimately, was a "castrated P-38," as Lockheed men contemptuously call it. The British wanted no turbo-superchargers, no counterrotating propellers. They got what they ordered, and the plane didn't make anybody happy. The R. A. F. tried a few and snorted. Its Spitfire pilots didn't like two engines. The plane maneuvered badly, couldn't go high and took too long to make a turn at low altitude.

Within the Army the P-38's handful of faithful friends kept plugging for it. Lockheed got Army orders. But when the Japs hit Pearl Harbor, the world's fastest fighting plane was still tied to the training front at home. The first months of war passed and no communiqué ever mentioned the P-38. Along the West Coast, it flew out over the Pacific on submarine patrol. With its twin tails and its swift, whistling sorties across California's housetops, the smallest schoolchild and the feeblest Townsendite recognized it. But why, people began to ask, didn't the P-38 fight?

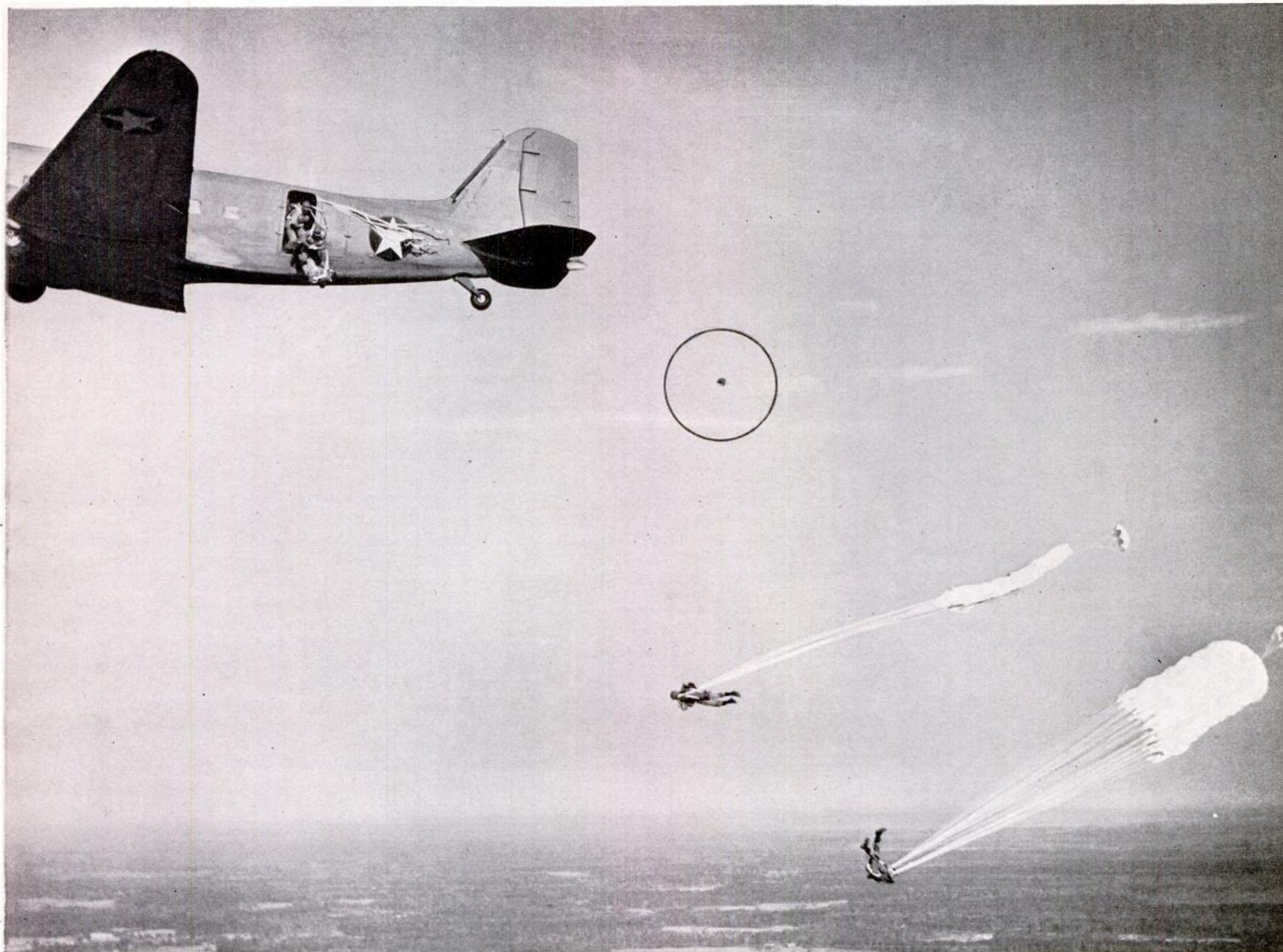
Part of the answer lay in training. For pursuit pilots used to small, single-engine planes, the P-38 was a complicated stick of dynamite on wings. Some of these cracked up. Growing rumors didn't help flier morale. A pilot in trouble in a P-38—so went the rumor—was doomed. Even around the Lockheed factory, it was said that "the P-38 is through—the Army says it's no good." Lockheed's management, early in 1942, put up a "rumor board" and invited employees to post their latest rumors and sign them.

Double controls (for twin engines) worried student pilots and bred the talk of "too much plane." The cockpit is about the size of a very deep bathtub fitted with a bus seat. In front on a black instrument panel are 21 clock-like dials, and the maze of other gadgets in the cockpit includes three dozen switches, 22 levers, five cranks, two plungers, half a dozen thumb buttons and radio controls. One pilot peered into the cockpit and gasped, "It looks like a plumber and an electrician got together and had a nightmare."

Pilots required special training to fly a P-38 and, since there was no room for an instructor in the cockpit, this presented a problem. It was solved by the invention of "piggyback" flying. Lockheed's chief flight-test engineer, Rudy Thoren, wanted to ride in a P-38. He found that by removing the plane's big radio and shoving the pilot's chair slightly forward, he could squeeze in behind the pilot. To avoid bumping his head on the transparent plastic blister, he bent forward uncomfortably until his head lay almost on the pilot's shoulder. Thus Thoren took the first neck-straining "piggyback" ride in a P-38.

CONTINUED ON PAGE 56





OFFICIAL U. S. NAVY PHOTO

## ... So the helmet went A.W.O.L.

ONE of these Paramarines was just a wee bit careless in fastening his helmet before he jumped. See for yourself what happened.

That free-flying helmet isn't going to be a bit of use to the fighting man whose head it was meant to protect. And in actual combat the loss would be very serious.

### ***Pictures Teach Important Lessons***

Of course, the man who lost the helmet will forever remember to make sure his headgear is on to stay. But thanks to the alertness of a Navy photographer, the graphic picture will ram the lesson home to thousands of other Paramarines.

Before they are ready for the grim realities of

battle, Paramarines must be letter-perfect in their jobs. One way—an important way—in which they learn is through photographs of themselves in training.

Are the men bunching up too close at the door of the plane—or not close enough? Are their arms in the proper position? Are they “steering” their ‘chutes properly? The pictures tell the story—and teach the lesson.

### ***They Risk Their Lives***

Wherever the Armed Forces go, there go the Service photographers, too. Their moving pictures and “still” shots help improve training and tactics. Their reconnaissance photos help spot

the enemy, enable Intelligence to gather facts.

Some of them work on land. Some ride in torpedo, observation, or bomber planes. Some work on fighting ships.

They may not get many decorations, but what a terrific job they're doing! Ask the Navy!

• • •

**PLEASE READ THIS**—Nearly 80% of all the Agfa Ansco products made today go to the armed forces and war industries. And Agfa Ansco supplies a greater percentage of its film direct to the government than does any other photographic manufacturer. So, if you find temporary shortages of your favorite Agfa Ansco Film, remember where it's going—and what it's doing. We're sure you'll understand.

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It's Puerto Rican mountain distilling that gives peak flavor to Ron Merito—and it's this unique mountain flavor that gives life, zest and extra deliciousness to your favorite rum drinks! See for yourself! Order Ron Merito today! Try it in a highball, daiquiri, cuba libre or collins. You'll agree that mountain distilling makes Ron Merito the most delicious rum you ever tasted. Write for free recipe booklet. Address National Distillers Products Corp., 120 Broadway, New York, N. Y.

Available in both Gold  
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86 Proof.

## P-38 (continued)

Then Lockheed turned piggybacking into a training technique. Jimmie Mattern and three other Lockheed test pilots now fly P-38 piggyback planes from one Army field to another. They teach the tricks of P-38 flying to commanding officers and flight leaders who ride piggyback. These officers in turn teach other fliers.

The P-38 first began to command space in the communiqués when a P-38 squadron knocked down some Japs at Kiska in the fall of 1942. Soon from the Southwest Pacific and North Africa came more news of the twin-tailed fighter in action. The plane actually got its first big chance from the chief of Allied air operations in Tunisia, Lieut. General Carl ("Tooney") Spaatz, after it had appeared in some inconclusive forays over France.

Two large groups of P-38's had been flown 8,000 miles from the Lockheed factory at Burbank across the country to England and on to Africa in late June, July and early August 1942 by their combat pilots. It was the first time fighter planes had been flown nonstop across the ocean. The P-38 could do it by hanging two big, streamlined, extra gasoline tanks under the center section of the wing.

## German pilots refuse to fight it

From English bases, the far-flying fighters ranged into France on several occasions, but their combat record over Europe—as one approved report said—"is obscured by the German fighters' refusal to join battle." Once, 40 to 50 Focke-Wulf 190 fighters sped into the stratosphere to challenge 60 Lightnings forming "high-cover" escort for 100 Flying Fortresses on a bombing raid. The German fighters flew alongside the Lightnings for 15 minutes, but when the Americans stubbornly refused to break escort formations, the baffled Germans also balked. They refused to attack either the American fighters or bombers. Finally they withdrew, allowing the Fortresses to carry out their mission without interference. This unique and successful strategy brought the P-38's no battle laurels, however, and around English airfields they continued to be regarded as a skittish, unmaneuverable, freak fighter plane of doubtful ability. Then General Spaatz decided he would need them in North Africa, so they fastened on their spare gasoline tanks and went south to Algeria.

"I'd rather have an airplane that goes like hell and has a few things wrong with it than one that *won't* go like hell and has a few things wrong with it," said the General. His judgment was soon vindicated. In one 36-hour period during the German evacuation of Tunisia, P-38's shot down 80 enemy planes.

More than winning air battles, the P-38 showed in Africa that it could rake Rommel's tanks with deadly effectiveness, strafe with a viciousness unmatched (its guns, grouped in its nose instead of spread across its wings, concentrated the fire), come home on one engine and land in Tunisia's mud or on sloping hillsides on its tri-cycle gear—without nosing over. The Air Forces began to discover, as Ben Kelsey, now a colonel, put it, that "this comfortable old cluck would fly like hell, fight like a wasp upstairs and land like a butterfly."

Colonel Kelsey, after years of babying the plane, says of the P-38: "As a fighting ship it's just a big girl and you have to take her up on your lap and manhandle her. It's an extremely honest airplane—it doesn't bite you, and doesn't do unexpected things." The attitude of pilots who fly the P-38 showed itself rather plainly at Fourth Air Force headquarters in San Francisco one day this month. Four pilots who had returned after months of action with Major General Jimmy Doolittle's strategic air force in North Africa—Major Darrell Welch and Captains George L. Ross, Meldrum Sears and Robert Sauer, each with 62 to 75 combat missions to his credit—were given a questionnaire. It asked them to name the three airplanes they would prefer to fly, in order of preference. All four of them named the P-38 as their first, second and third choices.

But for all its good points the P-38 has not yet become the perfect war plane. During the early part of the North African campaign, nervous P-38 pilots developed a way of glancing jerkily back over their shoulders which became known as "Messerschmitt twitch." Practically all single-engine fighters—including the German Messerschmitt 109 and the Jap Zero—can do tighter maneuvers than the P-38. But air wars are not won just by the ability to turn in small circles. The P-38's success over both Messerschmitts and Zeros has come from its faster climb, higher ceiling, greater speed and heavier firepower. The Army trains P-38 pilots to avoid dog-fighting and fight in teams. They thus protect each other, and firepower is multiplied murderously.

Against the Jap in the Southwest Pacific, P-38's frequently fly high-

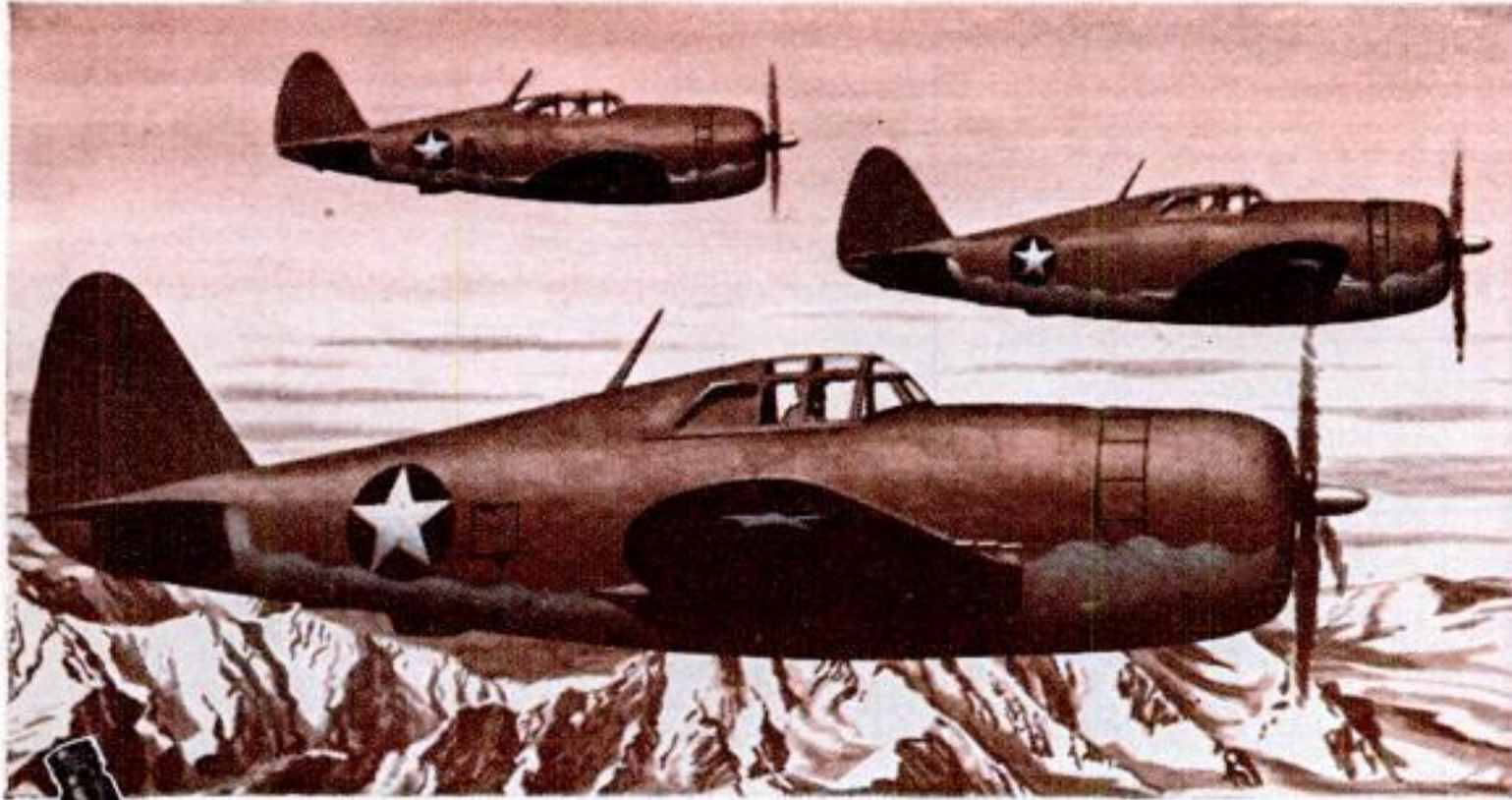
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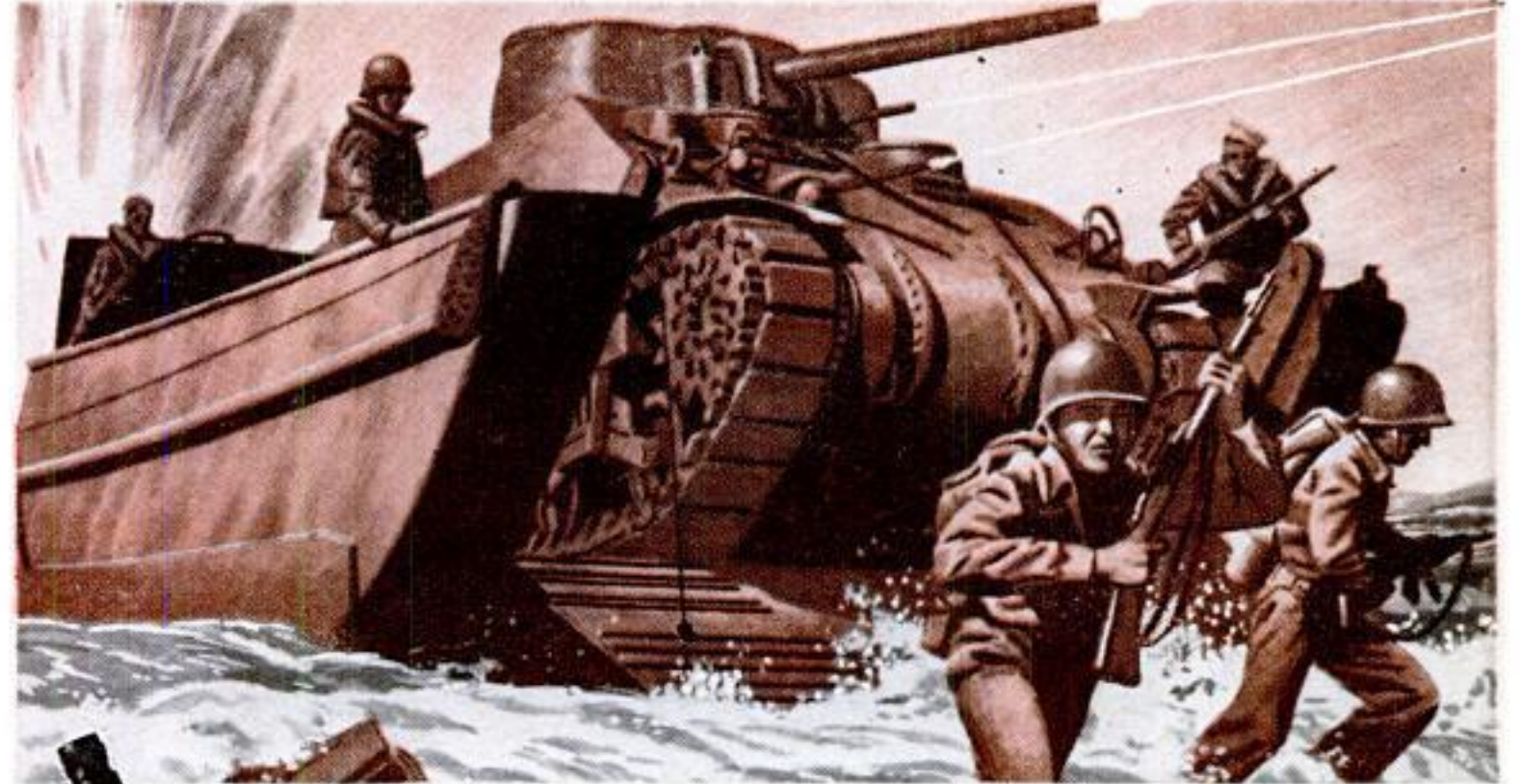
# CHAMPION SPARK PLUGS

## *ON ACTIVE DUTY ON EVERY FRONT*

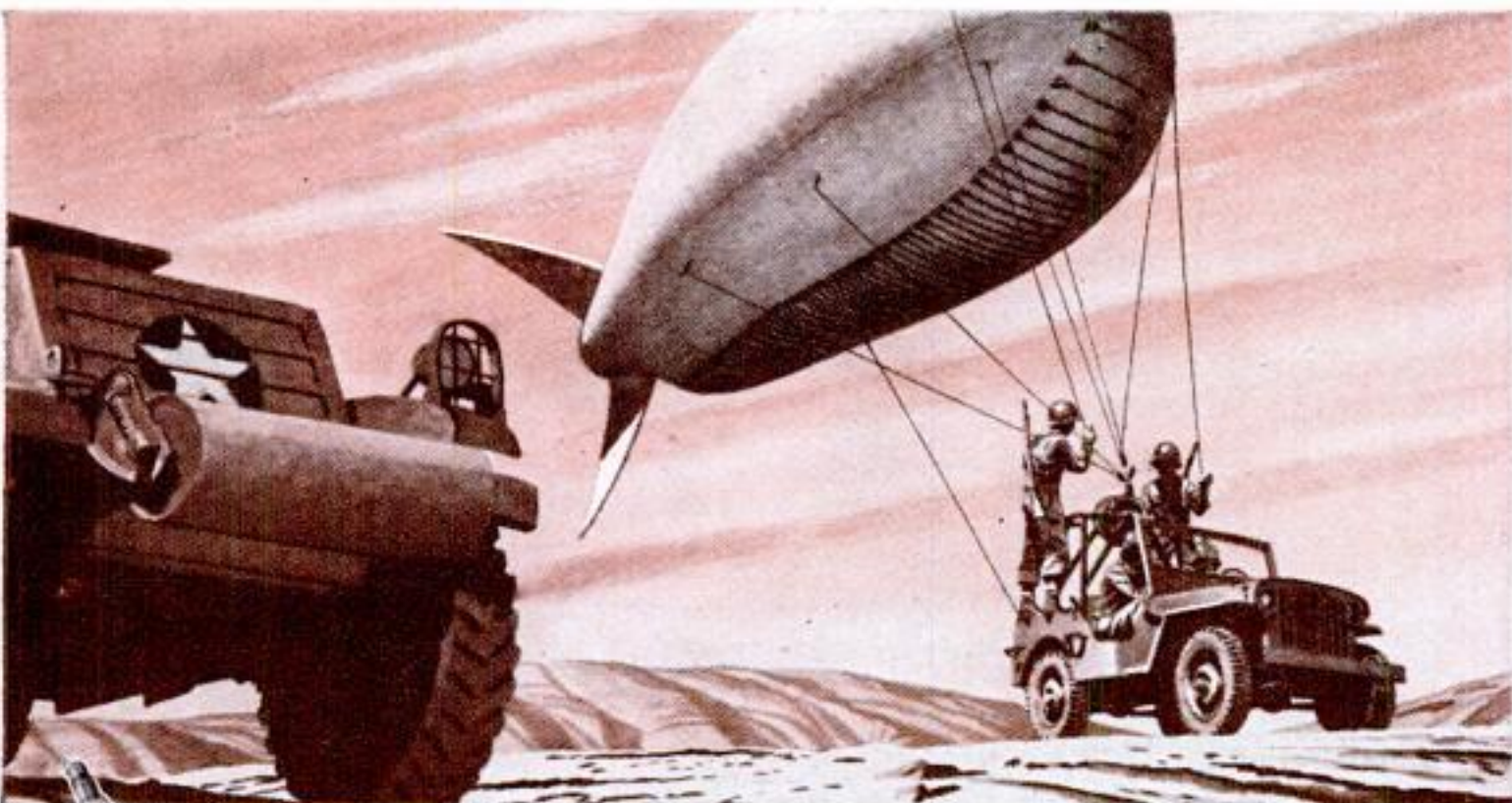
In the heat of battle everywhere, on land, water and in the air, Champion-equipped engines add their roar to the thunder of our march to Victory. On the home front too, in a less spectacular way, Champion-equipped engines keep supply lines and transportation rolling with that characteristic dependability which is synonymous with the name Champion.



Spark plugs in today's high-output supercharged aircraft engines take a lot of punishment. The same qualities that made Champion the spark plugs of racing champions, have skyrocketed them to favor for our most powerful aircraft engines.



Land battleships, with gas engines of greater size and power than those used by any other land vehicle are one of our most effective offensive and defensive weapons. Engines must not fail, and tanks with Champion-equipped engines are on every front.



"Handy Andy" of our armed forces everywhere, Champion Spark Plugs keep plugging away through hell and high water in the majority of all Jeeps.



Patrolling our coastal waterways is an entire navy of smaller power boats—powerful gas engines with spark plug ignition give them extreme speed and maneuverability. In war, as in peace, Champion Spark Plugs are tops.



Cars, trucks, and buses, troop transports and commercial transports are all equally vital to the war effort. Champion Spark Plugs are actively in the service here, giving their dependable best.



Stalkers of hidden "devilfish", helicopters are destined to become a tremendously valuable defense against submarines. Sikorsky Helicopters with engines equipped with dependable Champion Spark Plugs are in production for this job.

**FOR NATIONAL SECURITY—FOR PERSONAL SECURITY—BUY WAR BONDS**





## IT'S GOOD STRATEGY TO AVOID '5 o'clock Shadow'



### 1. The First Rule in the Battle

...for feminine favor is this: be face-neat *all* the time. You can lead with your chin only when it's clean and smooth, free from "5 o'clock Shadow".

### 2. How to Make a Successful Sortie ...



Start off with a Gem shave. You see, Gem's the super-keen blade that whisks off whiskers so clean and close that your chin stays smooth far into the night!

### 3. Steel that's

#### Thicker, Tougher!



Sturdy Gem is stropped to a deep wedge-edge. No flimsy steel can stand up to such a stropping or take such a keen, *long-lasting* edge.

### 4. Take Care of Your Razor!

It must last you for the duration. Don't drop it; don't knock it against hard surfaces; don't lose it. Dry it carefully after each shave.



# GEM

## P-38 (continued)

cover escort for squadrons of P-39's and P-40's (both lighter, single-engined, more maneuverable), and herd Zeros down within their range on such missions. The P-38's rarely fight unless a Zero climbs into their elevation. Captain Clayton Tice Jr., member of the P-38 squadron that shot down 95 planes in New Guinea without losing a man in combat, explains: "It's pretty tough sometimes to sit there and watch the dogfighters down below have all the fun, but this is a war of teamwork."

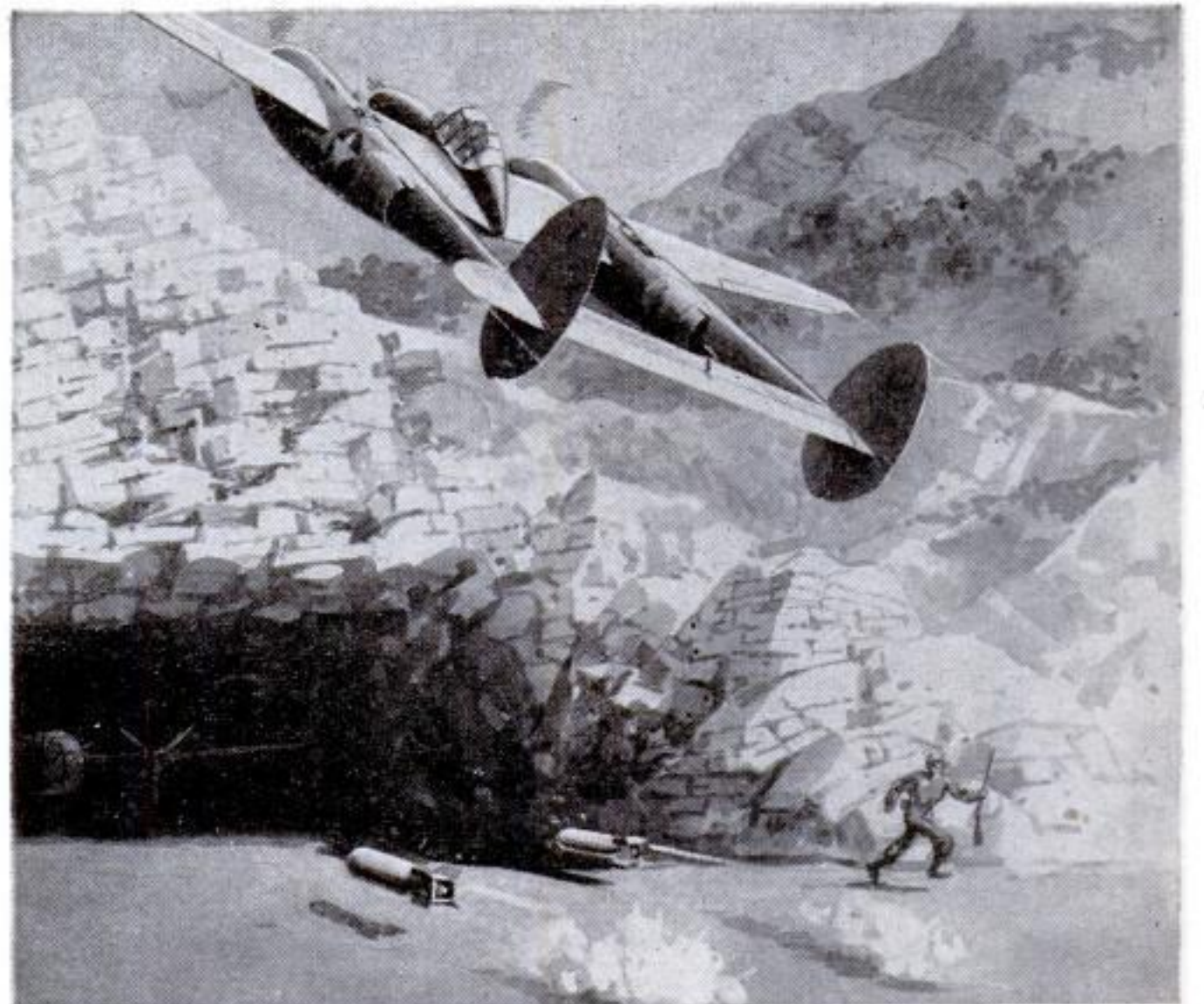
The latest report on the plane's speed was made last week by the Army in announcing a vertical dive made over England by Lieut. Colonel Cass S. Hough, technical director of the Eighth Air Force Fighter Command. Hough took a P-38 to 43,000 feet and power-dived it almost five miles to 18,000 feet. The Army kept his maximum speed a secret but noted that it was faster than the speed of sound (780 m.p.h.).

Of all the problems faced by the P-38's designers, the most baffling arises from its almost fantastic speed. Its thick wing goes through the air faster than the air can get out of the way. Result: the air piles up ahead of the wing like snow in front of a snowplow. Pilots rarely dive a P-38 as fast as possible. If they do, the plane shakes with a terrible violence. This trouble is called "compressibility." The P-38 was the first military airplane fast enough to encounter compressibility as a normal problem. Other pursuits now develop speeds that bring it on. It is some consolation to Lockheed's Chief Engineer Hall Hibbard, in fact, that finally, "we're all in the doghouse together."

In the final analysis, fliers are steeped with the instinct for self-preservation, and like the P-38 because it can get them out of fantastic scrapes and get them home. It is well armored, it has an extra engine if one is shot out, and its extra gasoline tanks keep it up for hours. One P-38 pilot flew home five times from Kiska after one engine was shot out and was never scratched.

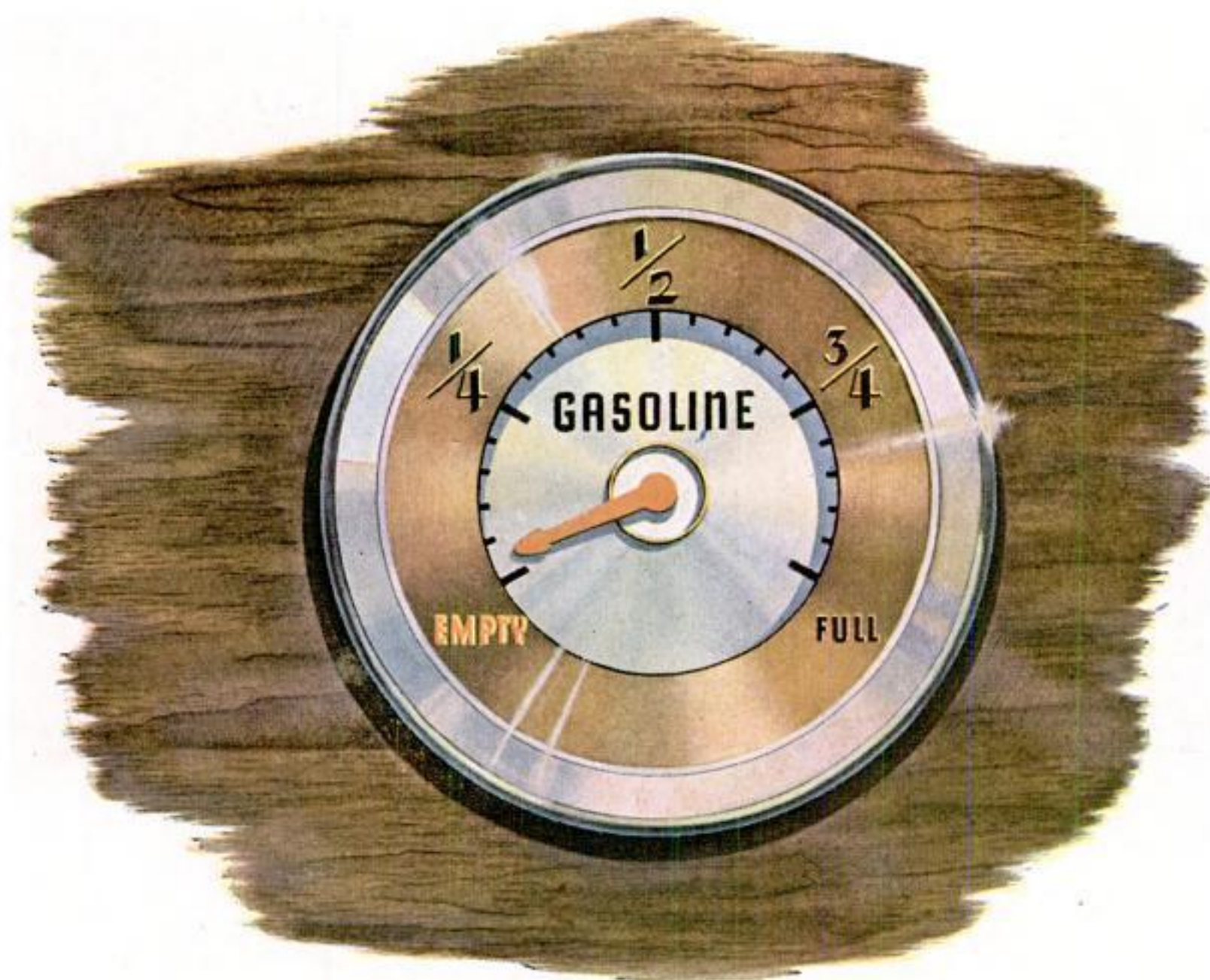
On the North African front one day last winter, Captain William Hoelle's P-38 roared into a telephone pole at 300 miles an hour while flying ten feet above the ground. The blow tore a huge gash in the wing and flipped the plane on its back, but Hoelle righted it, returned home, got a new wing and was fighting again a few days later. Another P-38 knocked off three feet of one wing by clipping the mast of a Jap destroyer, and also flew home safely. A P-38 piloted by a Texan named Captain Jack Ilfrey shuddered under a blast of Nazi bullets while blasting pillboxes out of a pass between Gabes and Sfax one day. When he got home, the full damage was discovered. There were 168 holes in the P-38, one engine was gone, the other propeller was shot out of line, and there were eight cannon shells in the armor plate behind Ilfrey.

Such experiences create a feeling which was best described by Lieut. General George C. Kenney, Army air chief in the Southwest Pacific, in a personal letter to General Arnold last winter. The first P-38 squadron to hit the Japs in that theater—twelve Americans—had destroyed 15 Zeros without an American casualty, and General Kenney's letter told of the victory. "Right now," he commented, "the morale in that squadron is so high it almost scares you. . . ."

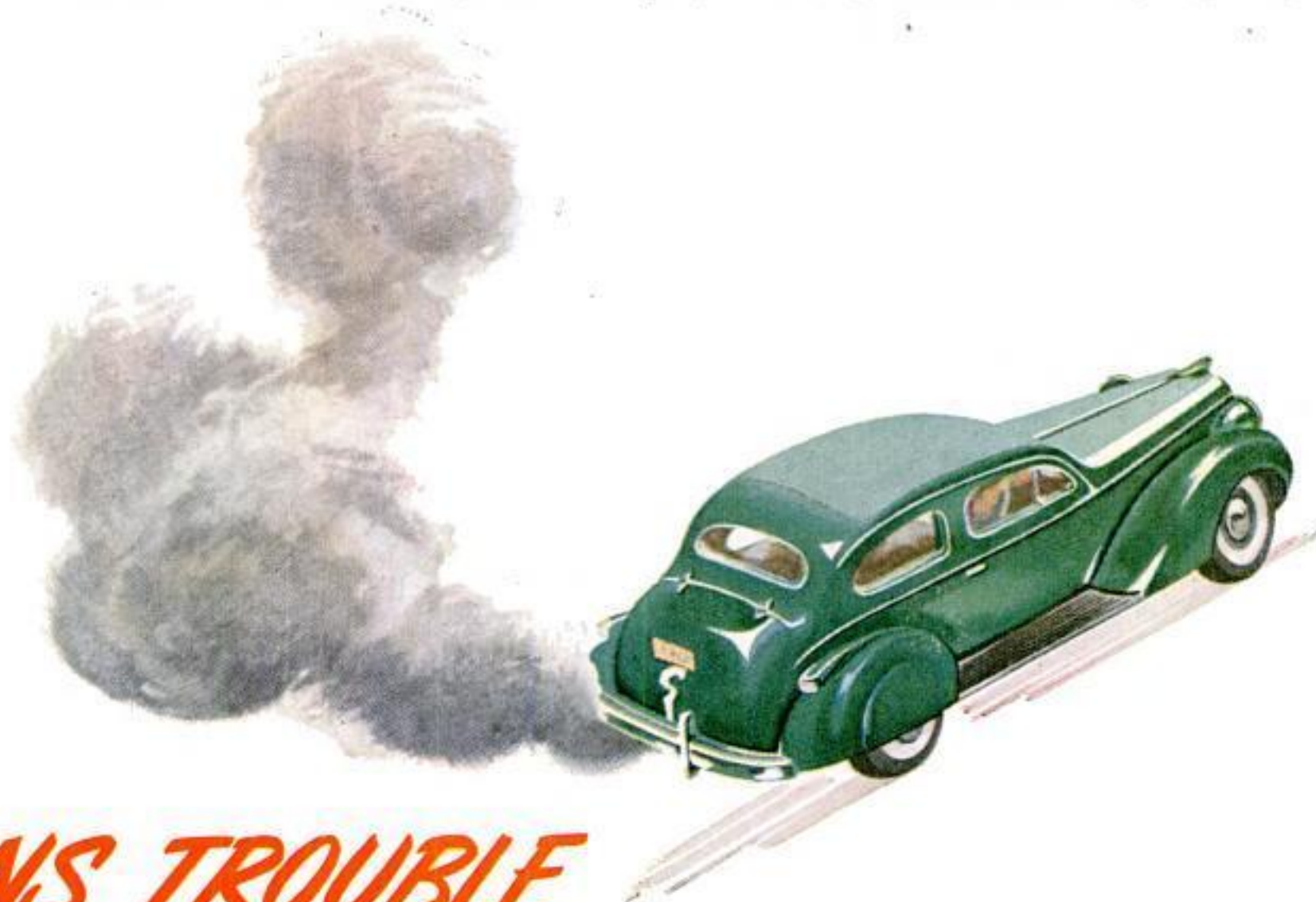


P-38 whips in low to drop two 500-lb. bombs in an underground hangar, makes sharp pull-out and flashes away from withering anti-aircraft fire in its role of fighter-bomber.





*This is the "clock" to watch today !*



***SMOKE MEANS TROUBLE***  
**AND WASTED GAS!**

Gasoline, *like time on your job*, is far too precious to waste these days.

So keep this in mind, when you look at your gasoline gauge:

A car that smokes at the exhaust often has badly worn piston rings which cause loss of power — and is a glutton for gas coupons.

Don't let *your* car become a *smoker*. Change now to *Insulated Havoline* for protection against excessive engine wear. Heat won't break it down — cold won't slow it down — because it's *insulated!*

And Havoline is *distilled* — to

remove carbon-forming impurities that steal power from the gas your engine burns.

Tell your Texaco Dealer you want *Insulated Havoline now* — to help your car deliver the best gasoline mileage per gallon.

*The Texas Company feels that one important part of its war job is to KEEP YOUR CAR ON THE JOB. You're welcome to drive in to any Texaco Dealer's for a check-up of tires, battery, chassis and motor lubrication system.*

Tune in the TEXACO STAR THEATRE every Sunday night. See your local newspaper for time and station.



*You're Welcome at* **TEXACO DEALERS**





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Allan Jones' rich, dramatic voice, which has thrilled millions on the stage and screen, draws every bit of charm and appeal from the lilting *DONKEY SERENADE*, from *The Firefly*. On the other side is the lovely *GIANNINA MIA* from the same operetta. Victor Record No. 4380.....\$0.75\*

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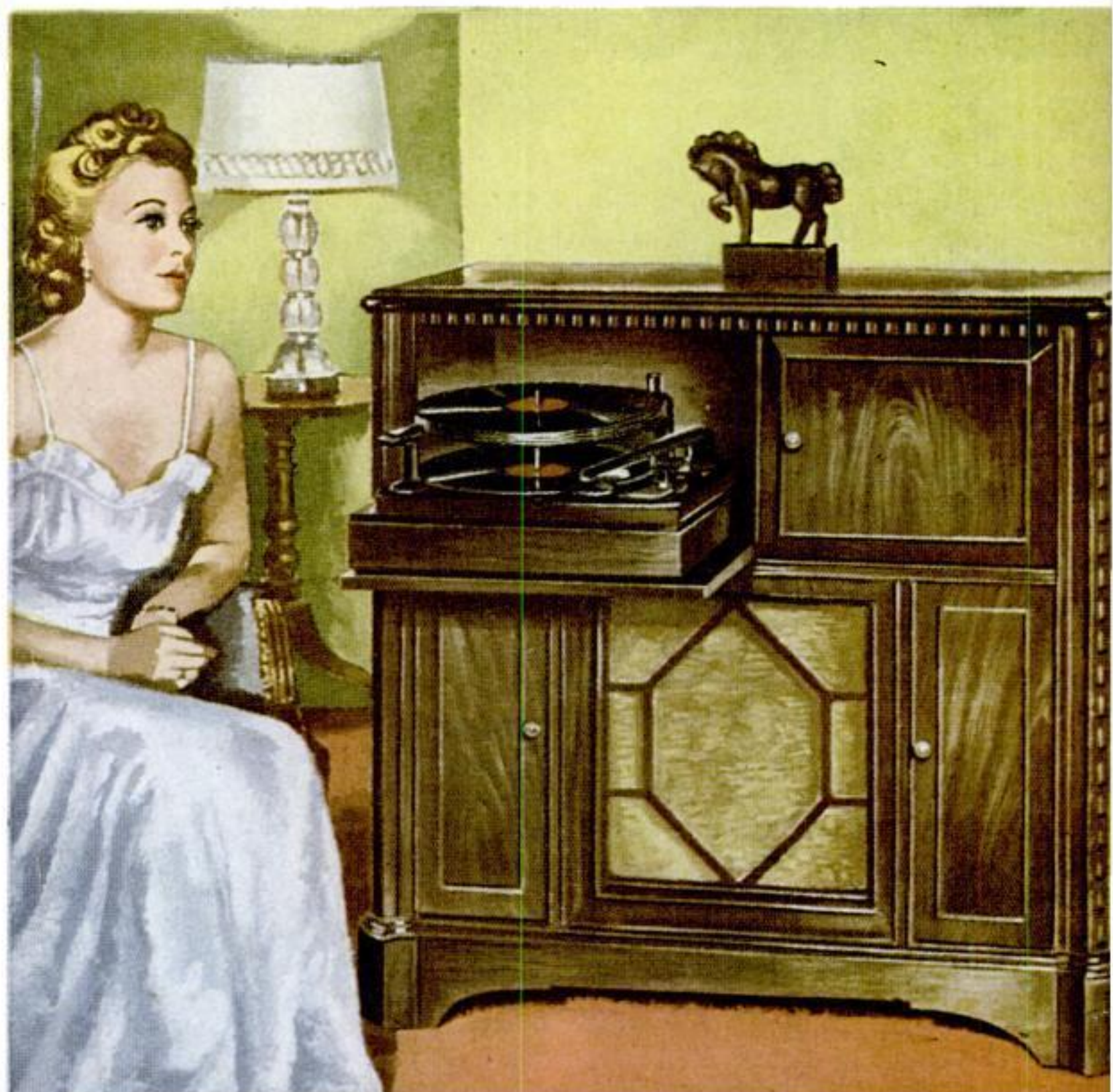
War requirements cause delivery delays but good records are well worth waiting for. Remember this if your Victor Record dealer cannot fill your request promptly.



## VICTOR RECORDS

RCA Victor Division

RADIO CORPORATION OF AMERICA



## MADE FOR EACH OTHER

Grace Moore, lovely soprano star of opera, concert stage and motion pictures, auditions her latest Victor Album, A GRACE MOORE PROGRAM (M-918) on a fine RCA Victrola radio-phonograph—one of the last to be manufactured before facilities were turned over to war production. "I can understand why Victor Records sound best on the RCA Victrola," says Miss Moore. "They were made for each other." You can look forward to even finer RCA Victrola instruments after the war.





Miss Mary Kathryn Boswell, whose courses at an Ohio university are among the most popular, is another DuBarry Success School graduate devoted to DuBarry Beauty Preparations.

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"Imagine face powder making such a decided difference in the appearance of anyone's skin!" It was Miss Mary Kathryn Boswell speaking...magnetic, spirited young art teacher in a leading university of Ohio.

"It took just one make-up the DuBarry Success School way to convince me. As soon as I smoothed on DuBarry Face Powder, my complexion took on a new loveliness. Why it actually looked radiant!"

Miss Boswell is one of over seventy-five thousand women who have completed the

Success Course...and discovered the flattery of DuBarry Face Powder, used exclusively in the Success School.

This powder is perfect-textured for any skin...oily, dry, or normal. It has body enough to give the finish of velvet, and to cling longer. Yet it's light enough so you'll look *naturally* lovely, never "powdered."

Now...so that more women can know this famous two-dollar face powder...we introduce a new size, large enough for an average three months of beauty...and priced at only \$1.

For a fresh Summer make-up that's so cool looking, wear DuBarry Lipstick and Rouge in the new, dreamy Red Violet shade. \$1 each.

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MERCEDITAS (CENTER) SINGS, DANCES, DOES BUMPS. WITH HER ARE SHOWGIRLS MARIE ANN RYAN (LEFT) AND DOROTHY PINTO. THE FOLIES BERGERE COSTUMES COST \$30,000

# FOLIES BERGERE

Its showgirls are the loveliest  
and the best paid in the world

The Folies Bergère is the newest addition to the big, Broadwayish night clubs of New York. As such, it has experienced the growing pains indigenous to infant enterprises. Opening night, for example, the air-conditioning system failed to function, with the result that Lucius Beebe was almost burned to a crisp. But notwithstanding such near-disasters, the Folies Bergère has managed to establish itself as unique in at least one respect: its tall, leggy showgirls are probably the best-looking, the highest paid and most

gorgeously costumed in any night club anywhere.

Located but one block from Billy Rose's Diamond Horseshoe, long recognized as the most dazzling showcase for I-love-my-wife-but-oh-you-kid loveliness, the Folies Bergère has succeeded in usurping that distinction. Now, to his deep chagrin, Rose must realize that the \$55 a week he pays showgirls is patently insufficient to command such haughty, clear-skinned, callipygian, \$75-a-week beauties as are on display at the nearby Folies Bergère these nights.



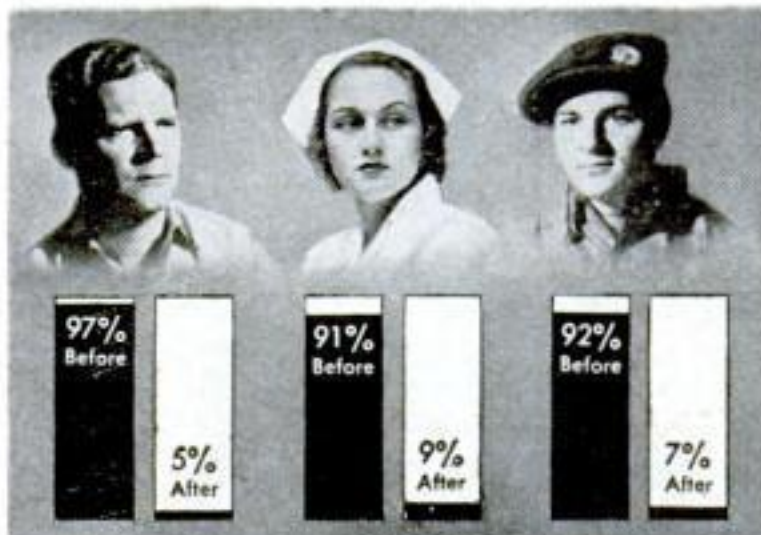


## NEW SUCCESS OVER ATHLETE'S FOOT HELPS KEEP AMERICA MARCHING

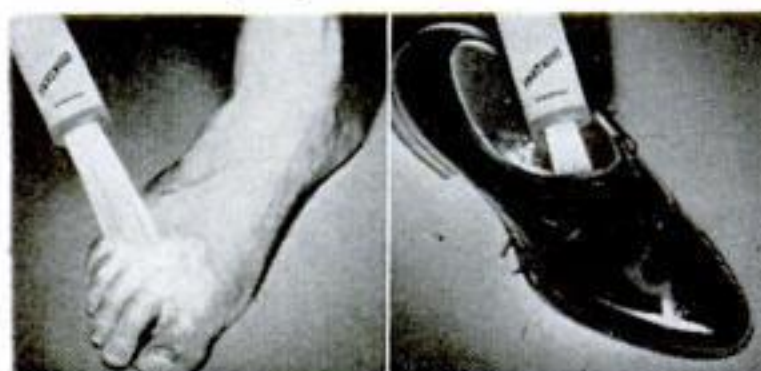
**E**VERY American should keep his feet in most perfect condition, to keep working and marching to victory. But over 70% of adults, including war workers, are infected with *Athlete's Foot*, at some time each year. Fortunately a new fungicidal powder—*Quinsana*—is scoring great successes against the disease. *Quinsana* action is based on knowledge that the fungi which cause *Athlete's Foot* cannot live under certain alkaline conditions, and may thrive in shoe linings, as well as on feet, creating a vicious circle of re-infection.



**ABSENTEEISM** due to *Athlete's Foot* is fought by war plants. Some use rays of powerful Westinghouse Sterilamp to combat re-infection from fungi in shoes. You can't do that at home, but you can use *Quinsana* in shoes (absorbs moisture, reducing chances of re-infection); use also on feet. Watch for usual symptoms of *Athlete's Foot*—chronic peeling between toes, cracks, soggy skin, itching. Even mild cases may suddenly become serious.



**AMAZING SUCCESS** among thousands of persons is shown above; note incidence of *Athlete's Foot* before (left) and after (right) 30-days *Quinsana* treatment. *Quinsana* is also excellent for excessive perspiration, foot odor.



**2-WAY TREATMENT** with *Quinsana* should be used daily to help prevent and relieve *Athlete's Foot*. Inflammation may mean germ infection; see physician or chiropodist. (Diabetics should be doubly sure to use *Quinsana* regularly). *Quinsana* is fungicidal, bactericidal, non-irritating, absorbent. *Pharmaceutical Div., The Mennen Co., Newark, N.J., San Francisco.*



**Tiigra**, one of showgirls, is a Conover model whose real name is June Francis De Wood. She is 18 years old, 5 ft. 9 1/3 in. tall and weighs 119 lb. Her costume, which is worn in show's North African number, is made of black satin, tulle and sequins.

CONTINUED ON PAGE 66





## Could one of these be yours?

Perhaps. But only in appearance. Eyes may resemble one another, but no two eyes are exactly alike.

Even your own two eyes may not be perfect mates, and probably they do not see alike.

How obvious it is then that it takes the trained skill and knowledge of a professional eye man to discover the secrets of vision hidden in your eyes. These important truths about how your eyes behave may mean the difference between tired eyes that strain and fail in their duties, and eyes that perform with ease and comfort.

That's why it's dangerous to think of eye care in terms of just glasses.

SEEK PROFESSIONAL ADVICE  
—not glasses at a price

Remember, your eyes are as individual as fingerprints. Glasses, if you need them, can never be any better than the prescription they interpret and then only as they are fitted to your individual needs, and serviced in accordance with these needs.

Beware of glasses advertised at a price. Give your eyes the benefit of the professional skill and service that your priceless sight demands. Select your Ophthalmologist, Optometrist, Ophthalmic Dispenser with the utmost care.

Don't buy glasses. Invest in eye care.

**American Optical**  
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### From The AMERICAN Plan for Better Vision

The professional services are worth infinitely more than the cost of the material in the glasses themselves.

**EXAMINATION:** Professional examination for possible pathological eye conditions.

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**PRESCRIPTION:** Carefully prepared professional conclusions and the proper instructions necessary to correct your vision.

**INTERPRETATION:** Careful technical and scientific compounding of the exact materials of your prescription.

**FITTING:** Scientific, minute adjustment of your prescription to your eyes.

**REEVALUATING:** Verification of the refraction and the prescription.

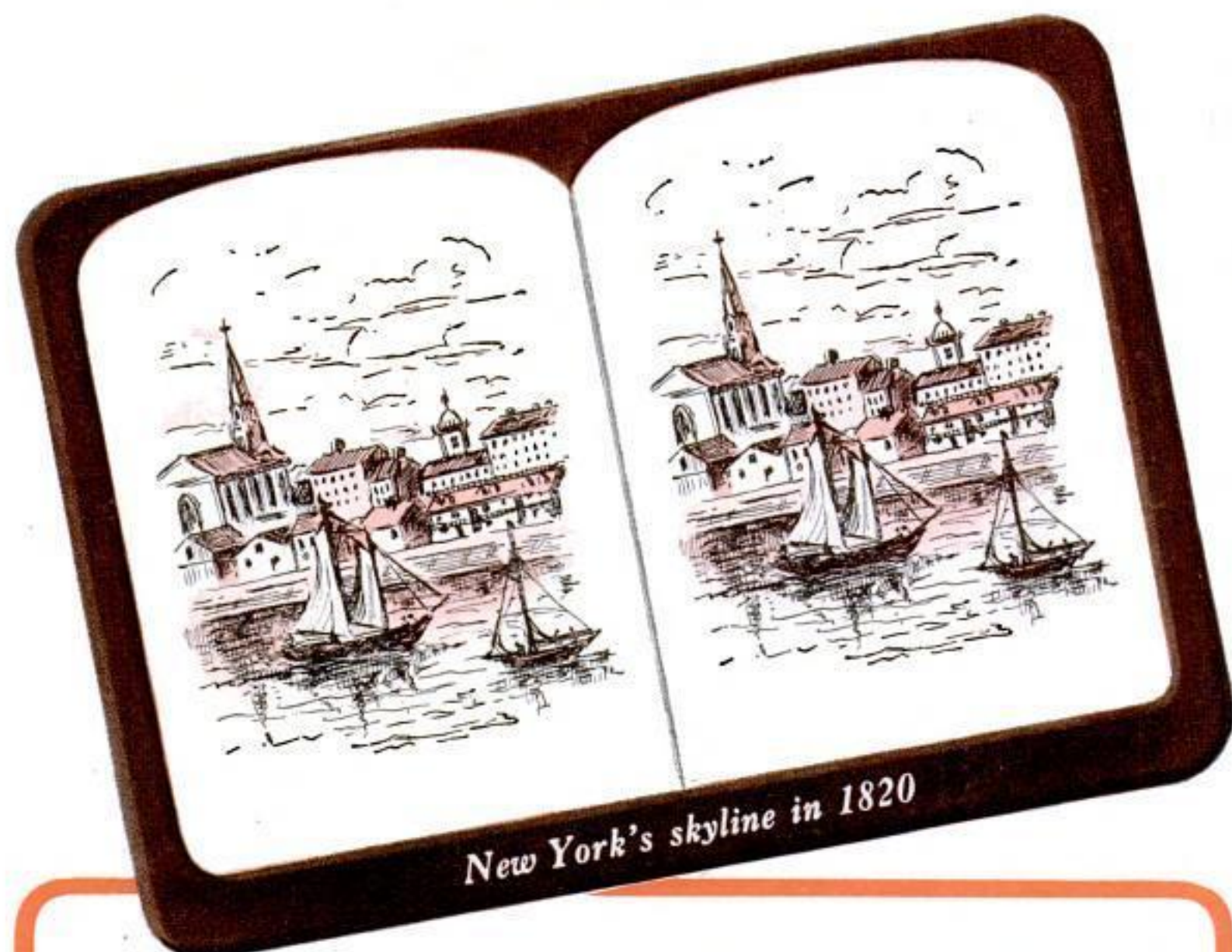
**SERVICING:** Assurance that the requirements of your prescription are being constantly maintained.

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*It looks different... today*



*...but he's still the same!*

1820 was the year Johnnie Walker got his start... over in Scotland. Today he's just as smooth and mellow as ever. Still the same old Johnnie Walker... a good name to have on the tip of your tongue.



Due to British War Restrictions gold foil has been eliminated and other slight changes have been made on the outside of the familiar Johnnie Walker bottle—but inside Johnnie Walker whisky remains unchanged.



BORN 1820  
Still going strong

**JOHNNIE  
WALKER**

**BLENDED SCOTCH WHISKY**

**RED LABEL  
8 YEARS OLD**

*Both  
86.8 proof*

**BLACK LABEL  
12 YEARS OLD**

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Folies Bergère (continued)



Lee Sherman, whose real name is Natalie S. Arwine, is married to Navy lieutenant. She is 24 years old, 5 ft. 10 in. tall, weighs 120 lb. She is a Conover model. Costume, worn in prologue, is of green chiffon with gold and green paillettes, matching hat.

CONTINUED ON PAGE 68



# TO A LADY WHO'S NEVER KNOWN THE WONDERS OF PEACE...

You don't remember those Sunday drives ... those picnics at the beach ... you were too little.

You don't remember your father without a uniform ... he looked nice in sports clothes.

You don't remember the days when people enjoyed good living, wholesome pleasures ...

... Things like music—that wasn't made for marching! Like a symphony filling the night with rich and magic sounds.

You've been cheated, dear lady ... cheated by greed and hate and ugliness.

But we'll make it up to you ... somehow ... sometime ... when it's all over.

TODAY, more than ever, thoughtful parents realize the need of fine music for their children.

Right now, we at Stromberg-Carlson are making only communications equipment for war. Tomorrow, we'll bring you the finest radios we've ever made.

When that "tomorrow" comes, we hope you'll think of us ... we hope you'll give your child the benefits of fine music in all its greatness ... through a Stromberg-Carlson.

Until then ... Buy War Bonds! Buy them for fighting weapons today ... for jobs in peace ... for the good things to come.



When you consider your postwar radio, it will be good to remember that a Stromberg-Carlson gives you the benefits of half a century of experience ... The skill that pioneered in the magic of FM Radio ... plus new developments that have come out of our research and work for war. Today we're proud to be among those who have won the Army-Navy "E." Tomorrow we'll be proud to make fine radios and communications equipment for you.



In War and Peace ... there is nothing finer than a  
**STROMBERG-CARLSON**

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# THE STORY OF 7 BRIGHT LITTLE Dixie Cups



**1** I go where the Navy goes...right into the battles. I'm filled with hot coffee and handed to the men at their battle stations on deck.



**2** I'm full of a swell chocolate soda for a soldier at a Post Exchange soda fountain, and I won't pass along any germs to him...for he's the first and only one who will use me.

**3** I'm the familiar little Dixie you'll most always find where there's drinking water. No passing colds on to folks when I'm around.



**4** I'm going into a war worker's lunch box filled with a tasty, nutritious salad. I'm a real help to women who put up a lunch a man can work on.

**5** I'm the Dixie Cup that goes aboard our Army's big bombers and transport planes. For even fighters in the air must eat and drink.



**6** ALL the soldiers and sailors love me. I am filled with ice cream and bring them nourishing refreshment, whether on duty or on leave.



**7** I'm a kinda squat Dixie for desserts. I'm always filled with something good to eat and you'll find me, and a lot of other members of the Dixie family, in war plants where they must feed workers quickly.



Dixie Cups, Vortex Cups, Pac-Kups — products of the Dixie Cup Company

Most of us Dixie Cups are working for Uncle Sam—so if you don't always see us on our familiar peacetime jobs, it means we're taking care of him first. We know you'd want us to.

## DIXIE CUPS

ONE OF THE VITAL HEALTH DEFENSES OF AMERICA-AT-WAR

Folies Bergère (continued)



Xerine Lesage, another showgirl, is 18 years old, 5 ft. 8 in. tall and weighs 118 lb. Her real name is Pat Clark. Her bust is 36 in., waist 22 in. and hips 36 in. Her costume, which is made of chiffon, is worn in the prologue, *The Last Time I Saw Paris*.





BUY WAR BONDS AND STAMPS

## "3 direct hits, sir—and 10 quarts of vanilla!"

"How're we doin'?" asked the pilot of the Boeing Flying Fortress high over Germany.

"Nazi factory — right on the nose!" said the tail gunner. "And the ice cream's ready to eat!"

They had anchored a can of ice cream mix in the gunner's compartment. Now, after dodging flak and fighters, 6 miles up at 60° below, it was well shaken and well frozen.★

Safe back at base, they celebrated the raid — with their favorite food treat. That's an American way of celebrating. Ice cream — as American as baseball or the Fourth of July.

But not just because it's homelike and delicious does ice cream appear so often on

service menus. It's there because it's a valuable food, rich in vitamins and calcium.

In the spirit of American good sportsmanship, your family has reconciled itself to having less ice cream than before the war. You're taking part of your order in fresh fruit ices or sherbets.

For our part, we'll continue to make as much ice cream as possible. We'll keep it pure and good.

And we'll continue — through war and peace — the constant research that is producing notable new dairy products and other nutritious foods.

★Based on an actual incident, reported by *The New York Times*

*Dedicated to the wider use and better understanding of dairy products as human food ... as a base for the development of new products and materials ... as a source of health and enduring progress on the farms and in the towns and cities of America.*



**NATIONAL DAIRY  
PRODUCTS CORPORATION**  
AND AFFILIATED COMPANIES





THREE CHILDREN STAND BETWEEN THE SEA POOL AND THE OCEAN, LOOKING DOWN INTO THE NATURAL AQUARIUM AT THE LOW-TIDE LIFE. TIDE HERE DROPS ABOUT TEN FEET



THE CURIOUS KIDS PICK UP A PRICKLY SEA URCHIN, CAREFUL NOT TO STICK THEMSELVES ON ITS SHARP SPINES

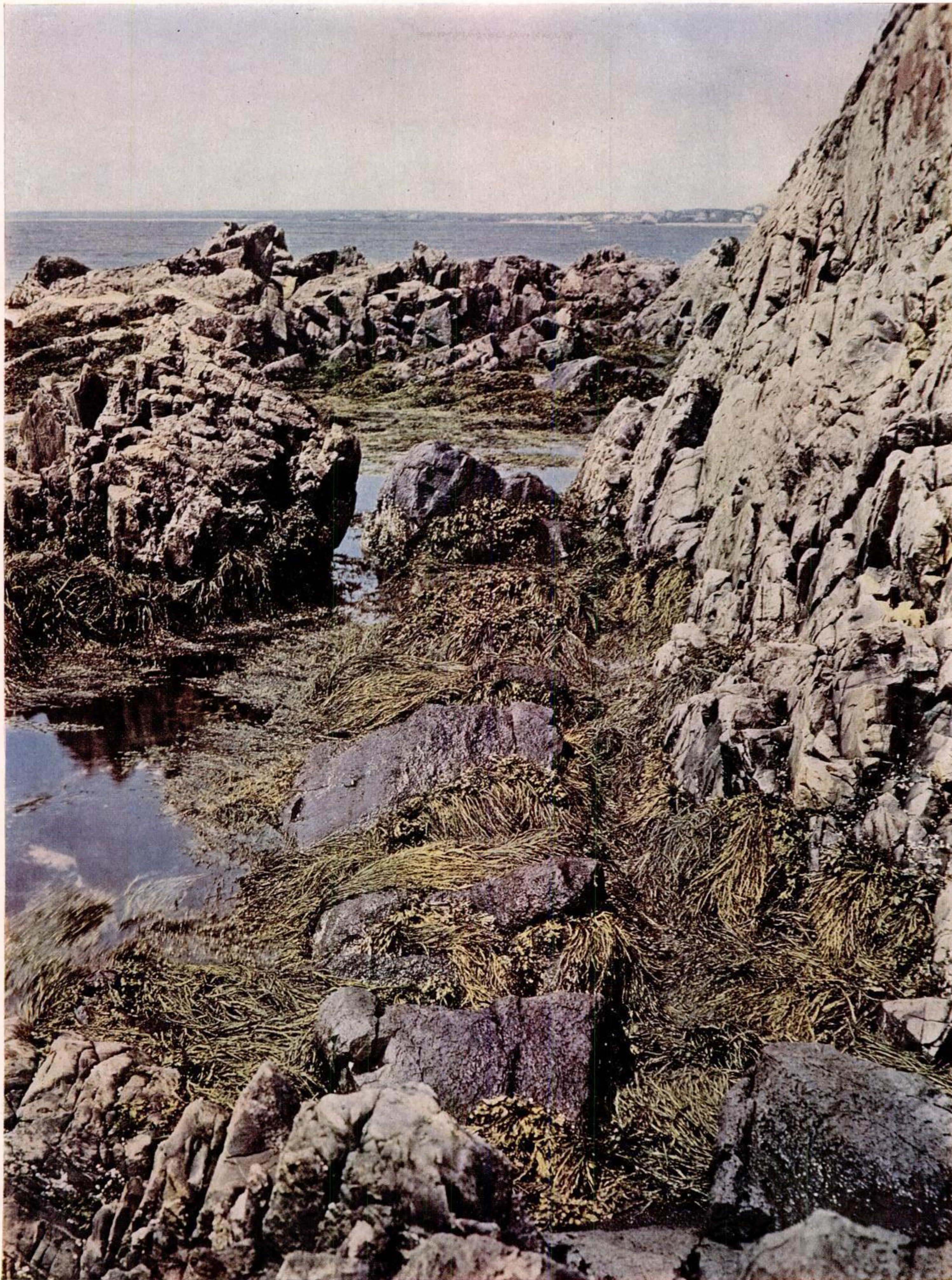
# LOW TIDE

## ODD CREATURES FILL POOLS

**H**igh tide along the coast of Maine is magnificent. The sea surges in, roaring over the rocks and beating fierce spray into the air. Low tide along the coast is not nearly so grand but it is much more interesting. After the water gurgles out of the rocky coastal pools, the tiny creatures of the shore and sand can be seen in the shallow puddles—the scurrying crabs, the dawdling snails, the immovable barnacles, the curious starfish and sea urchins.

On a few summer days, Rutherford Platt set his camera near Kennebunkport, Me. in pool shown on opposite page. There when the tide was out he focused through the sunny water and took color photographs of the little lives that can be seen only at low tide. The odd creatures he shows live in a half-world between land and water—not independent of land and yet not able to get along without water. Carrying protecting shells on their backs, they hide under seaweed or fasten themselves to rocks. None of them moves very much or very far. Mostly they spend their time gulping in quantities of sea water to get the minute water animals on which they feed.





WHEN TIDE IS AT ITS LOWEST, THE BIG POOL IS ALMOST ALL DRY AND SMELLS OF THE SUNWARMED SEAWEED THAT DRAPES ITSELF LISTLESSLY OVER THE BARNACLED ROCKS

CONTINUED ON NEXT PAGE





SUNLIGHT GLANCING THROUGH SHALLOW POOL SHINES ON SCATTERED PERIWINKLE SNAIL SHELLS, ON TWO LOPSIDED STARFISH AND A SEA URCHIN WAVING BETWEEN THEM



**Crab** employs eight of its ten limbs—the other two are its powerful claws—to sidle awkwardly along under the water.



**Barnacles** have mouths which open like sliding doors to permit legs to push out, pull in organisms which barnacles eat.



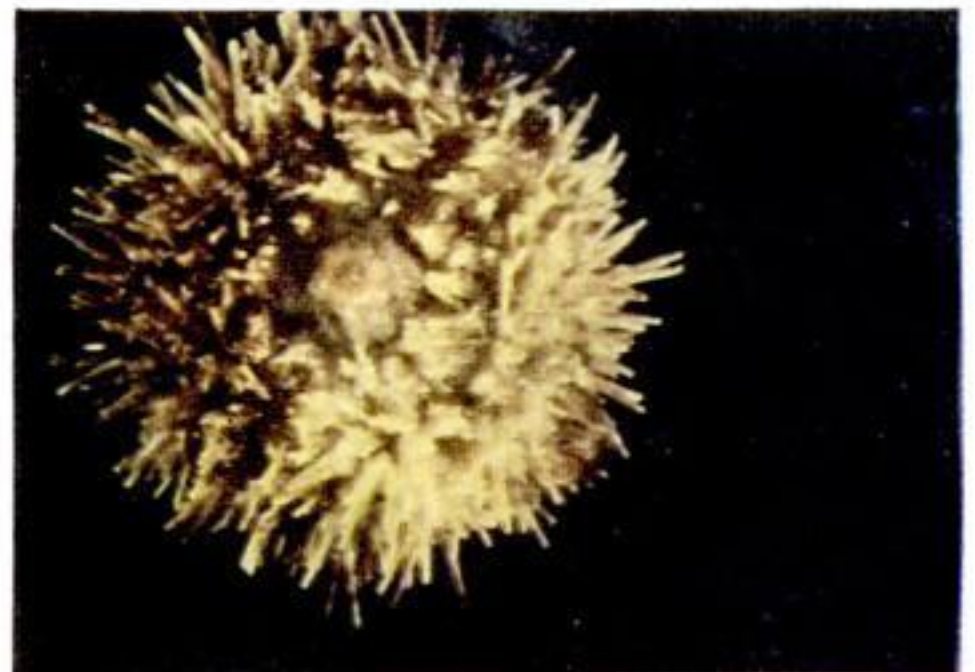
**Periwinkle**, which is a seagoing snail, glides slowly along carrying its shell. A foot and a tentacle show in this picture.



**Chinaman's-hat** sits on a rock. This limpet attaches itself to a rock so stubbornly that it takes a 70-lb. pull to get it off.

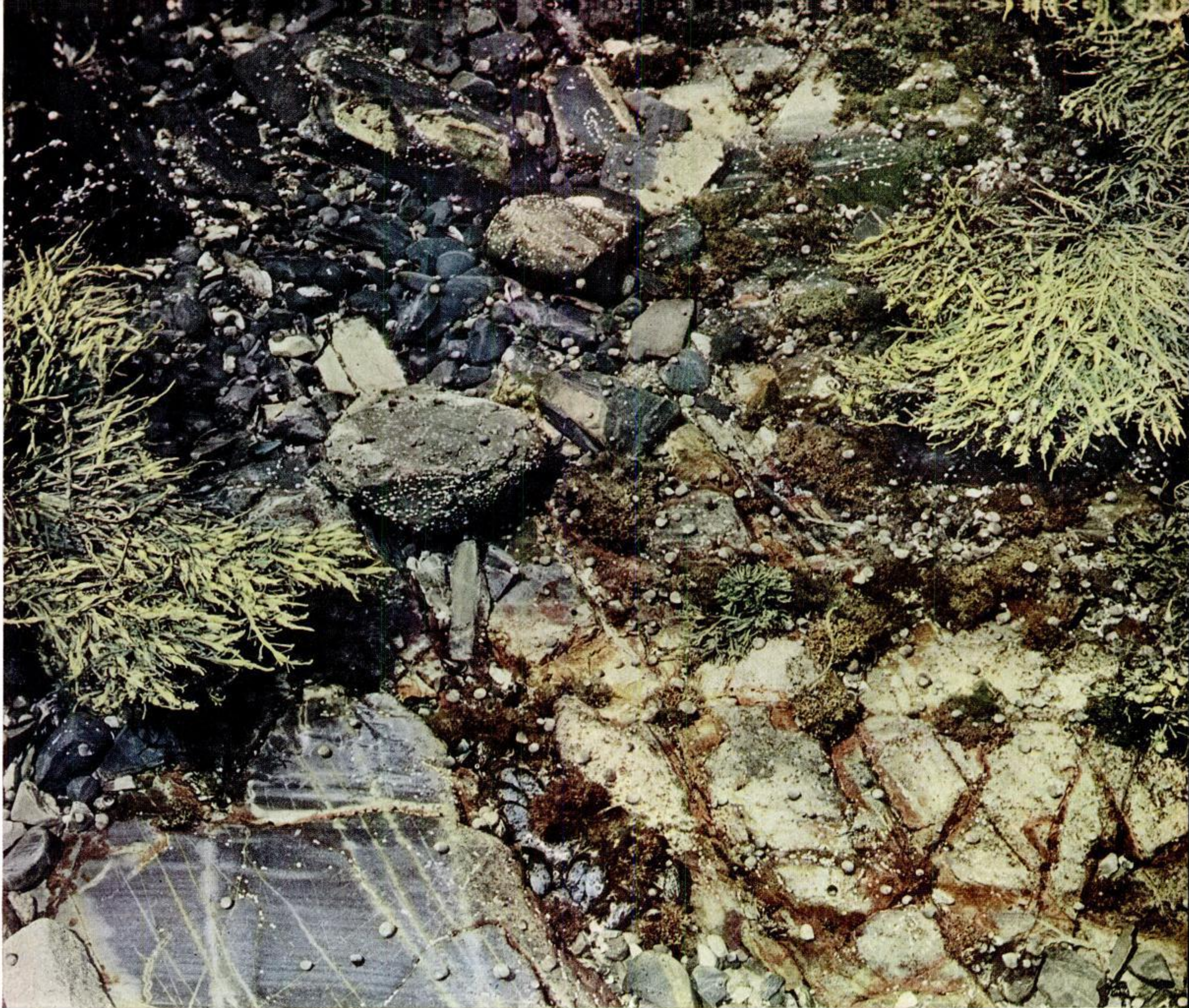


**Sea anemone** is jellylike creature whose mouth is surrounded by a mass of tentacles. It stands on stalk attached to rock.



**Sea urchin** looks like a pin cushion. It has 2,000 feet, protected by spines which cover all its body except its mouth.





THE POOL LOOKS PRETTY BUT IT OFFERS NO WELCOME FOR BARE FEET WHICH ROLL ON THE SNAIL SHELLS, SLIP ON THE SEAWEED AND GET CUT ON THE SHARP BARNACLES



**Mussel with barnacle** rests on a rock. Mussel moves slowly about by spinning out threads by which it pulls self along.



**Crab claw** with Chinaman's-hat attached is red, showing it is a dead claw probably dropped by seagull which ate crab.



**Mussel with baby starfish** sits on the bottom. Some mature starfish pull shellfish shells apart and devour the insides.



**Fucus seaweed**, the kind that pops, has bladders which float seaweed near surface so it gets sunlight for making food.



**Devil's-apron** is seaweed with rootlike holdfast (above) that grips rock while the plant streams out sometimes 30 ft. long.



**Baby snails** sit on the seaweed waiting for some reason—change in tide or simply hunger—to make them move away.

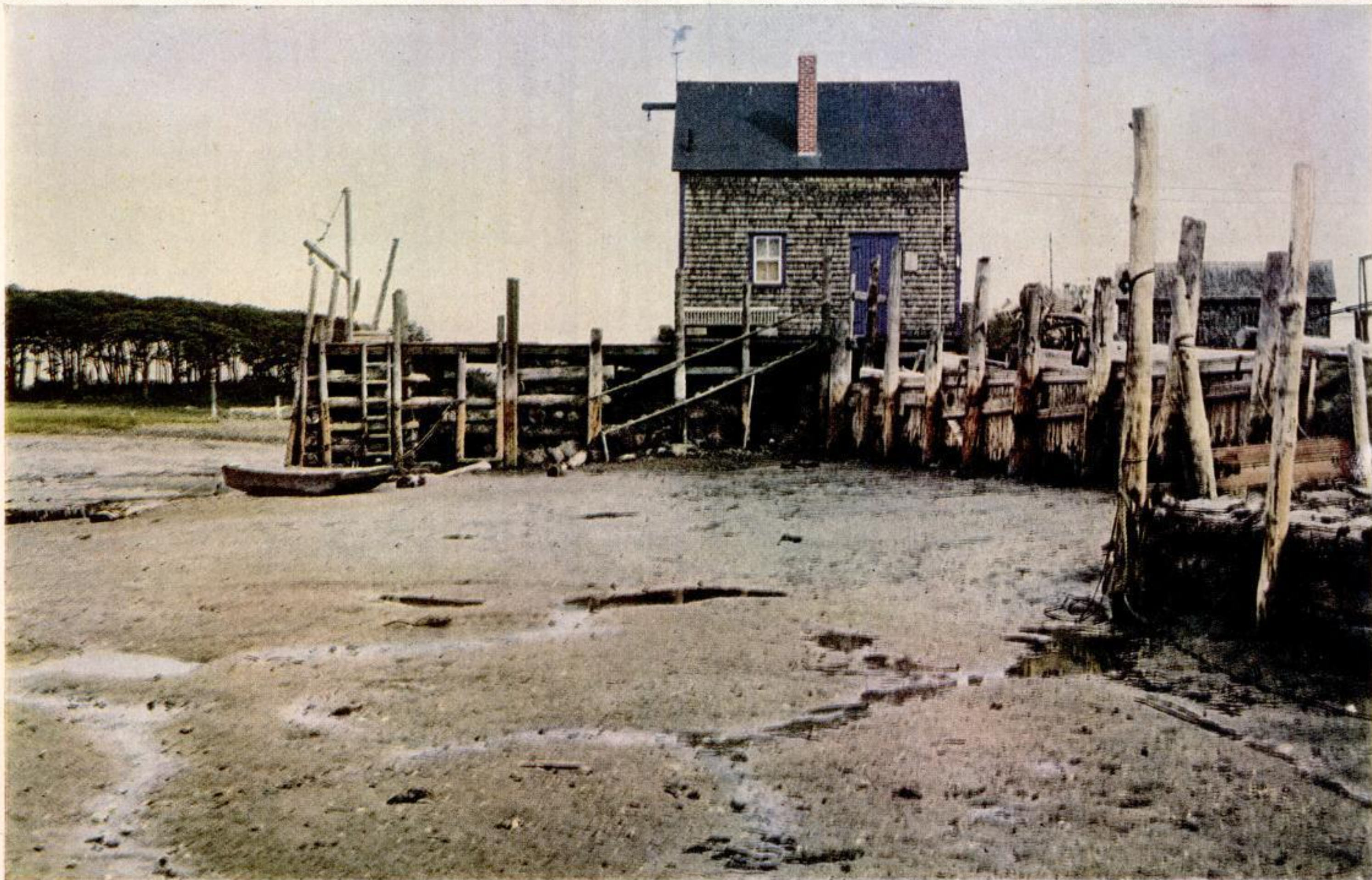
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When the tide is very low, the summer tourists make some vacation money by gathering Irish moss seaweed which grows best on jutting rocks. When dried and cured, the moss is

sold to food and drug manufacturers who use it in making gelatin, ice cream, flavoring and medicine. With the foreign supply now cut off, the price has jumped from 3¢ to 25¢ per lb.



On the mudflats, the pilings and the wharves where the seafood houses stand are high out of the water. The little boats are stranded until the tide comes in. The clams from time to

time spurt little jets of water out of the mud. Tiny creatures scurry to the safety of shrinking puddles of salty water and a damp and fishy smell rises in the hot summer sunshine.



Medical soldiers crawl from foxhole to foxhole giving aid the instant they see a man hit. Called "Company Aid Men," they take the same risks as the men with guns, for they are constantly exposed to enemy fire. After this emergency treatment, Litter Bearers rapidly transport the patients to the Battalion Aid Station just behind the lines. Then, if necessary, a swift trip to the rear, where a mobile surgical unit takes over.



## MIRACLES OF THE BATTLEFRONT



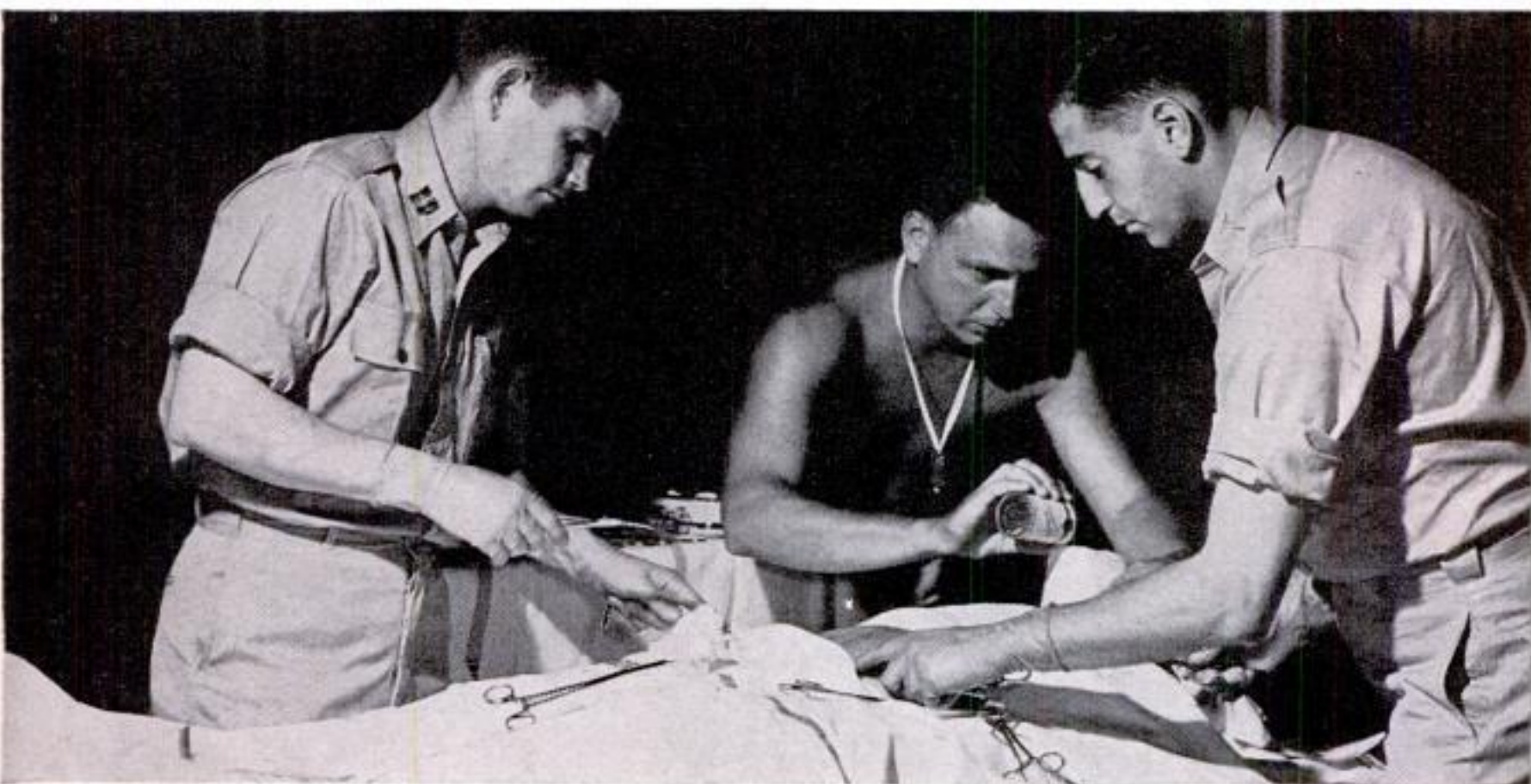
# FROM HELL TO HELP IN TEN MINUTES

Often within ten minutes after an American soldier is injured at the front, he is under the care of a highly qualified Army medical officer.

Many times in this war major operations are performed within half an hour after wounds are received.

In past wars, agony often lasted for hours. Today on the battlefield, a tiny device—the morphine Syrette\*—brings relief in seconds. Blocks out pain. Eases shock until the patient can be hospitalized. These single-dose, self-contained hypodermic units have won unqualified praise from medical officers.

In Tunisia, only 3% of the wounds suffered by U. S. soldiers proved fatal. No other country in the world surpasses the job America's Army and Navy medical services are doing to protect the health and lives of our fighting men.



Operation within thirty minutes of injury was a commonplace fact in Tunisia. Surgeries on wheels follow only a few miles behind the battle lines. Deaths from injury were cut to the astonishing low of 3 in 100 in the Tunisian campaign. Wounded have an approximately 400% better chance for recovery in this war—a magnificent tribute to the Army's Medical Department.



Pain-killing Syrettes\*, "sulfa" drugs, and Human Serum Albumin Concentrated are examples of war products from the Squibb laboratories.

On the home front, Squibb research signifies a promise of a better, healthier tomorrow. One by one, modern medical science is removing the threats of death that mankind has feared for centuries. That's what Squibb's ever continuing research means to you and yours. A future you can believe in. \*Reg. U. S. Pat. Off.

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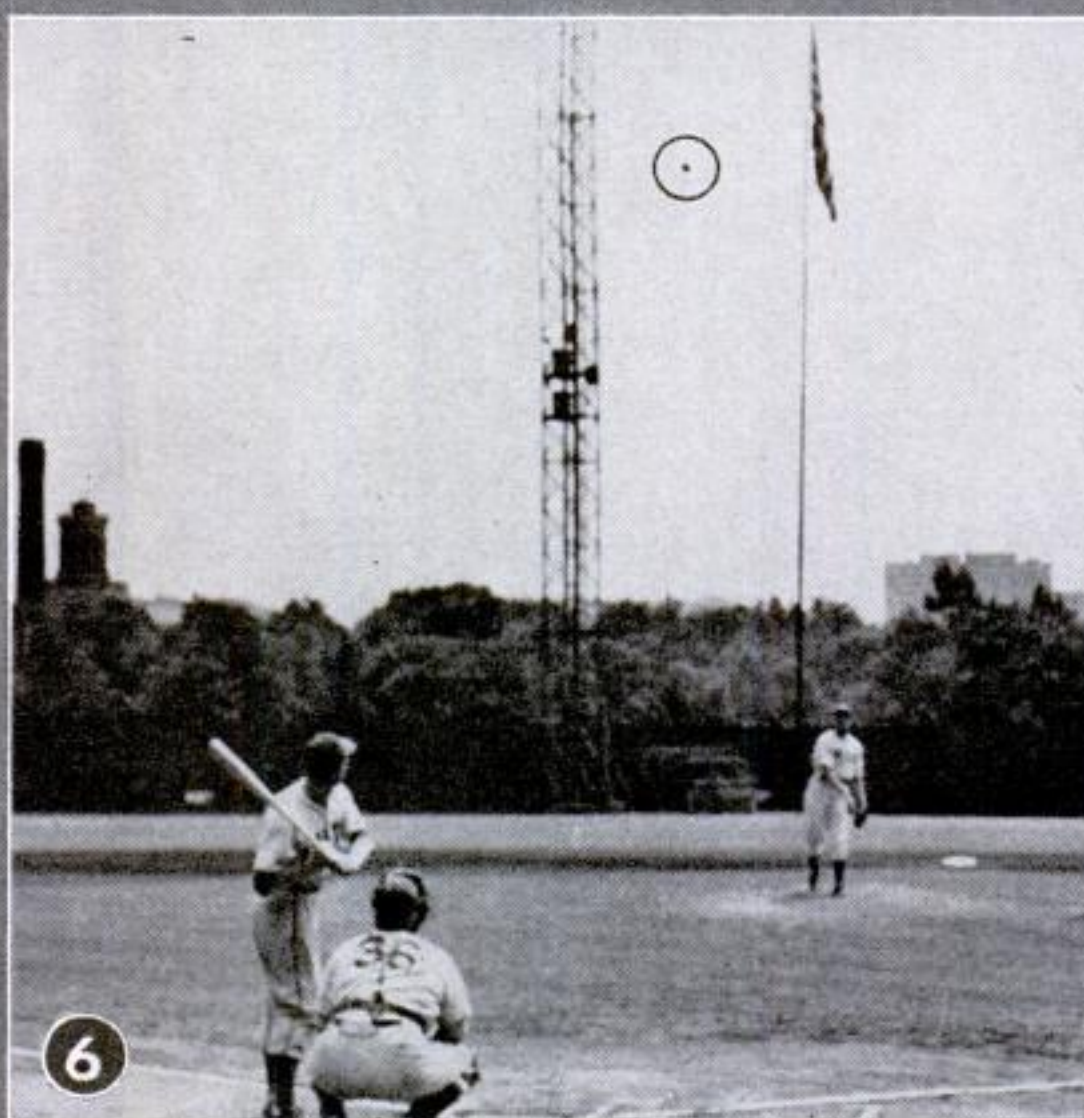
THE PRICELESS INGREDIENT OF EVERY PRODUCT  
IS THE HONOR AND INTEGRITY OF ITS MAKER



# "BALLOON BALL"

**Pittsburgh Pirates' Truett Sewell uses tantalizing slow pitch to become season's top baseball player**

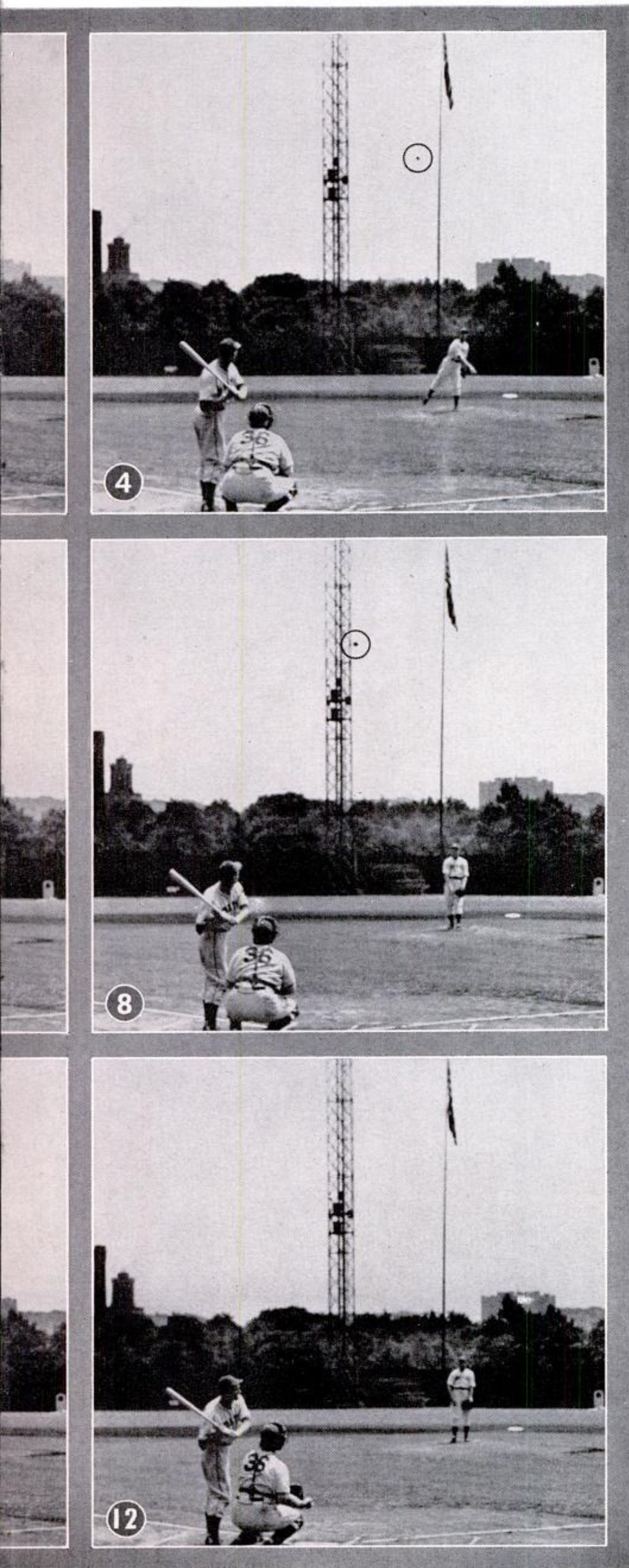
The slow, change-of-pace ball has always been a favorite artifice of smart big-league pitchers. In their eagerness to knock it out of the park, batters seldom do more than pop feebly into the air or dribble weak grounders to the infield. This exasperating device has been brought to the peak of its development this season by a 35-year-old pitcher with the Pittsburgh Pirates, Truett ("Rip") Sewell. Sewell's "balloon ball" (also "gondola ball," "parachute pitch" or "The Eephus") is so slow that it soars 25 feet above the ground on its way to the plate and falls almost vertically into the catcher's mitt. In his five previous seasons with the Pirates Sewell has never been a spectacular winner, but this year with the help of the balloon ball he





leads both major leagues in pitching. And with Sewell's help the Pirates have passed the faltering Brooklyn Dodgers to take second place in the National League.

In the sequence of magic-eye pictures below, Sewell demonstrates how he throws the balloon ball. His windup and delivery are about the same as they would be in a normal pitch, but instead of gripping the ball tightly he holds it in his palm and lets it roll from the tips of his funneled fingers. Although batters seldom strike out on the balloon ball, they almost never hit it solidly. For more on this freak pitch, see the following pages.



CONTINUED ON NEXT PAGE

# FLYING RING

EXPLODES ENEMY'S MAGNETIC MINES

THIS ODD-LOOKING PLANE HELPED LICK THE MENACE OF MAGNETIC MINES. A GASOLINE ENGINE IN THE HULL DEVELOPS THE DEMAGNETIZING CURRENT

BROADCASTED BY THE RING, THE CURRENT SETS OFF THE MINES, BLOWS THEM UP

THAT'S TAKING THE BITE OUT OF THE ENEMY'S PLANS, ALL RIGHT

I KNOW WHAT BROUGHT ON THAT REMARK! HAVE A PIPE-LOAD OF PRINCE ALBERT ON ME, JUDGE ROBBINS

IT'S AMAZING HOW PRINCE ALBERT'S NO-BITE PROCESS LETS THE **RICH TASTE** THROUGH SO **MILDLY**... EVEN WHEN I'M BREAKING IN A NEW PIPE!

PRINCE ALBERT  
CRIMP CUT  
LONG BURNING PIPE AND  
CIGARETTE TOBACCO

BUY WAR BONDS AND STAMPS

**50**  
PIPEFULS OF FRAGRANT TOBACCO IN EVERY HANDY POCKET PACKAGE OF PRINCE ALBERT

P.A. IS BETTER TOBACCO TO BEGIN WITH. NATURALLY, IT'S EASIER ON THE TONGUE. CRIMP CUT, TOO, TO ROLL SMOOTH, FAST, AND TRIM

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THE NATIONAL JOY SMOKE

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FINE ROLL-YOUR-OWN CIGARETTES IN EVERY HANDY POCKET PACKAGE OF PRINCE ALBERT



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PRAISE  
FOR ANY  
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## "Balloon Ball" (continued)



Rip Sewell grips the ball like this for a fast pitch. He is not exceptionally fast, but the slowness of the balloon ball makes his other pitches seem fast by comparison.



Sewell holds balloon ball like this. Instead of snapping his wrist as he would to deliver a fast ball, he lets the ball slide easily from the tips of his widespread fingers.



Effectiveness of balloon ball depends largely on unexpectedness. Sewell mixes it up with various other pitches, deceptively uses same windup for all of them (above).

CONTINUED ON PAGE 30

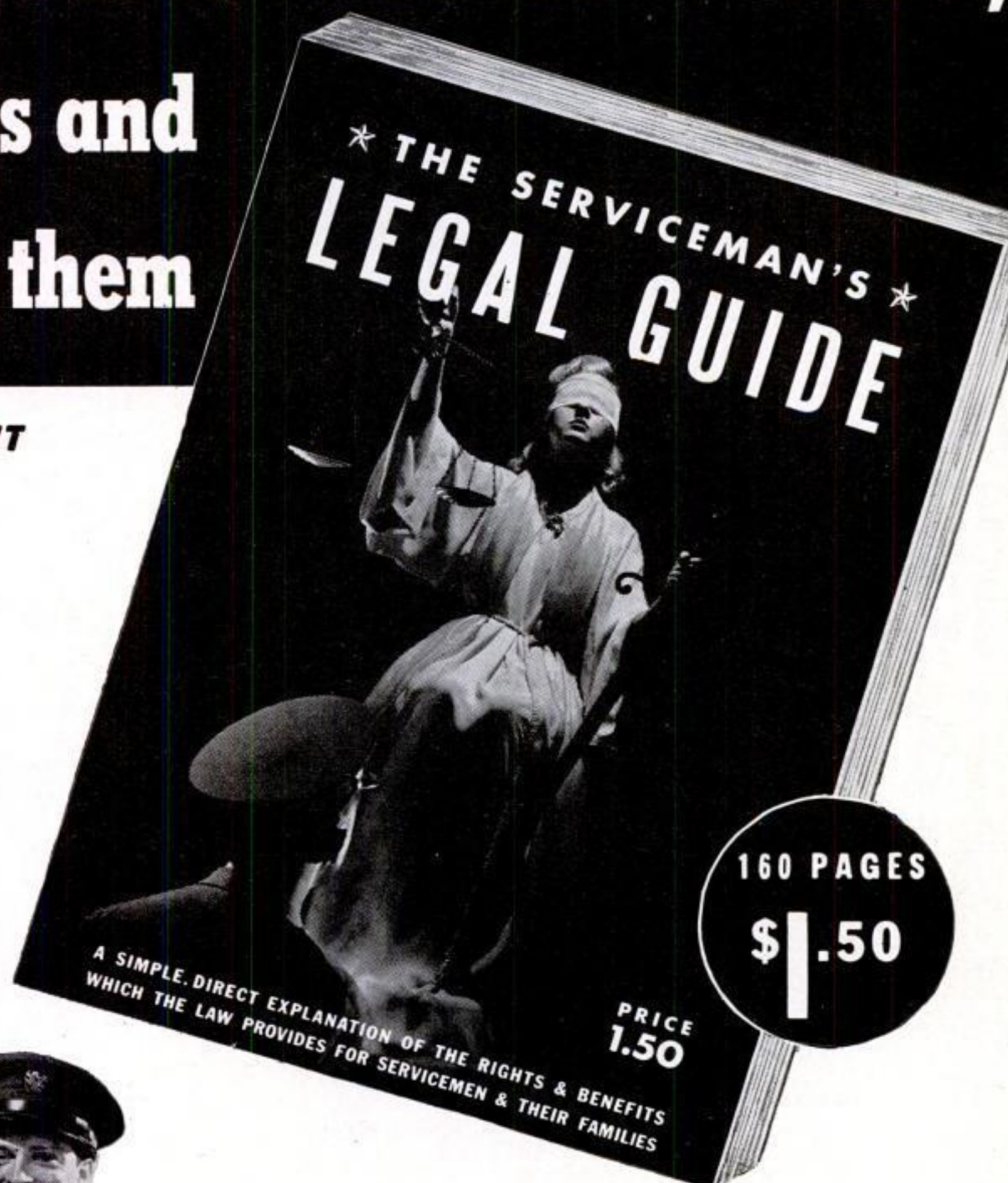


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## NEVER BEFORE HAS THERE BEEN A BOOK LIKE IT

Prepared by experts . . . written in clear, easy-to-understand language. Helps avoid costly oversights, needless expense and confusion before induction. Helps during service and after discharge. Invaluable to draftable "young marrieds." A necessity for every family.

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- I've just given a deposit . . . is it returnable?
- Are WAAC's entitled to same benefits as Waves, Spars and Women Marines?
- Can my family be evicted?
- How do I stand on alimony payments?
- How much money will my family get from the Government?
- How much from me?
- How will Veteran's Preference benefit me?
- Am I entitled to moving expenses for my family?
- My insurance premiums . . . must they be paid?
- How can I prevent losing my house?
- What about mortgage foreclosures? Moratorium on taxes?
- I'm a small business man with no job to go back to . . . what about a job after my discharge?
- What rights and privileges am I entitled to from the Civil Relief Act?
- I'm a co-maker on a loan . . . can I be held liable?
- Can I be held to my lease?
- My car is mortgaged for a loan . . . will I lose it?

Answers these and hundreds of other perplexing questions.

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## A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**It Needs No Brush  
Not Greasy or Sticky**

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

### SMOOTHS DOWN SKIN

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

### ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

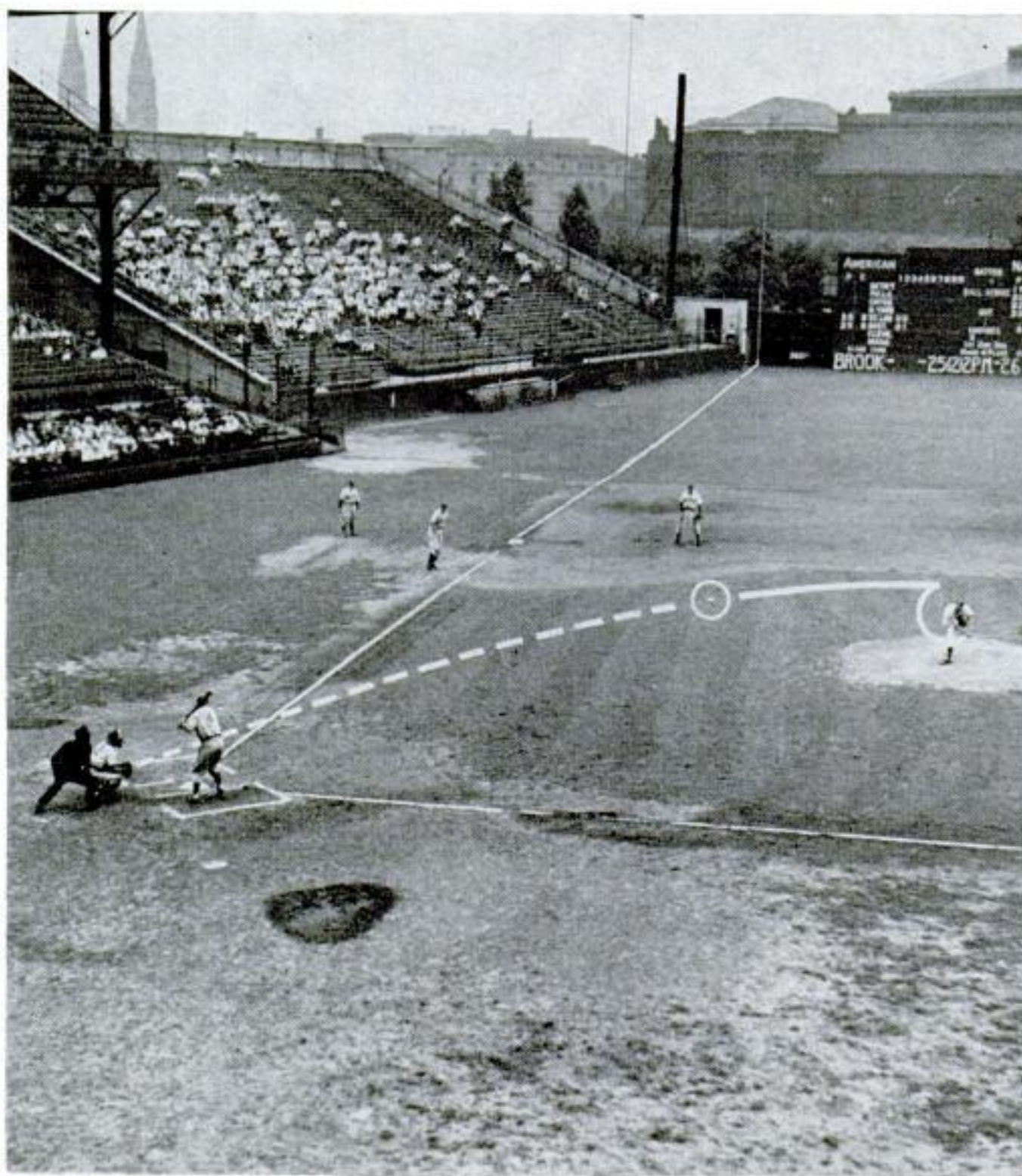
### SEND FOR GUEST-SIZE TUBE

If you want to try Glider right away, get a regular tube from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime and any used metal tube. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used.

Send your name and address with ten cents and a used tube to The J. B. Williams Co., Dept. CG-10, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

## "Balloon Ball" (continued)

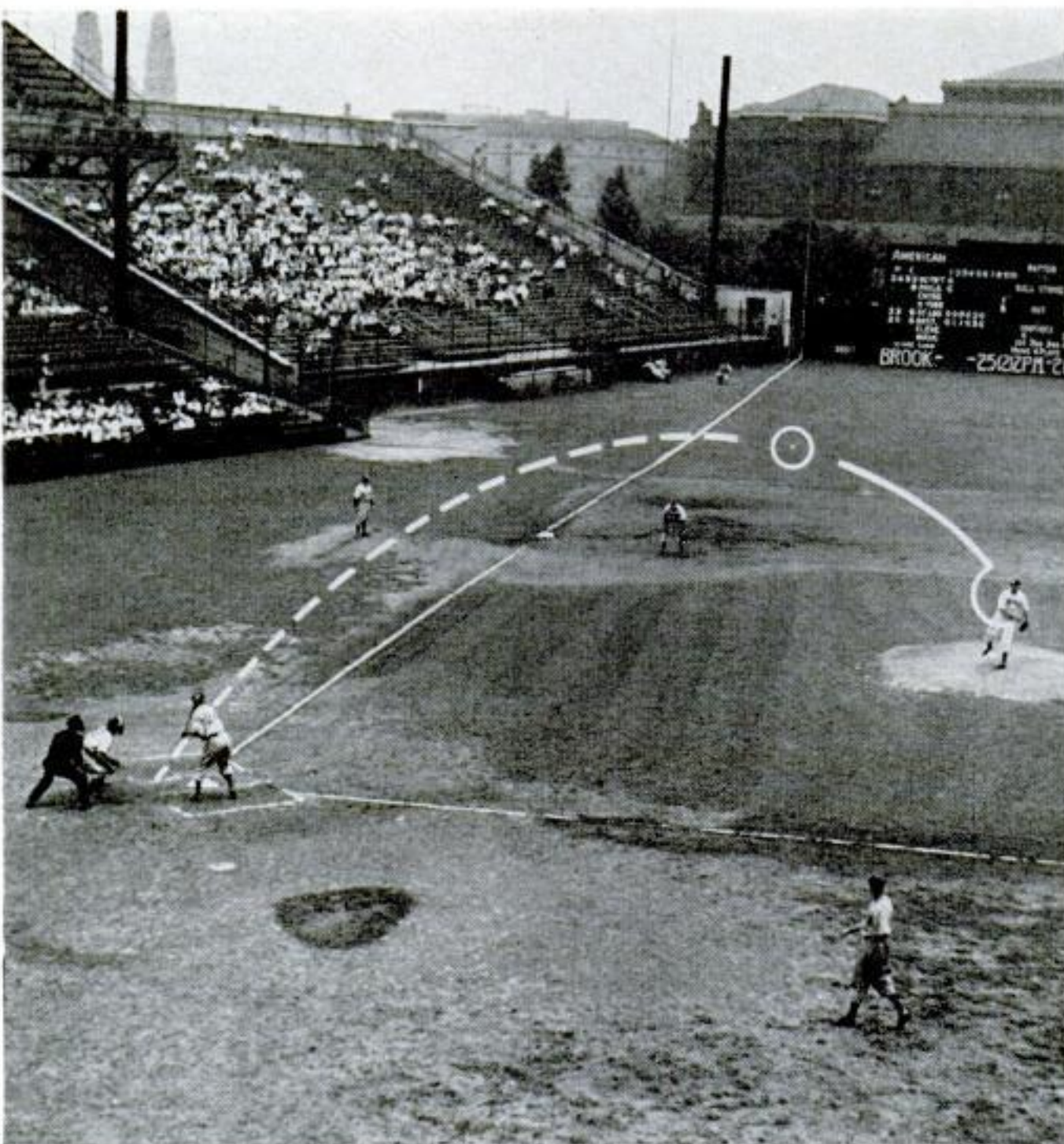


Sewell throws an ordinary flat-trajectory pitch to Brooklyn Batter Dolph Camilli. Half circle drawn at beginning of ball's flight is arc of pitcher's throwing motion.

## SEWELL PITCHES AGAINST THE DODGERS

On July 24 Sewell beat the Brooklyn Dodgers, 6-1, for his fifteenth victory and his ninth in a row. After surviving a wobbly start he allowed only seven hits. None of them was made off the balloon ball, which he used frequently (*see below*).

Opposing batsmen have violent emotions concerning the balloon ball. Many take it as a dire insult to their prowess. George Kurowski, hard-hitting third baseman for the first-place St. Louis Cardinals, satisfies his scorn by spitting at the ball as it floats lazily across the plate. Most frequent reaction of batters trudging back to the dugout after flubbing a try at the balloon ball is the sentence: "Just wait until he throws me another one."



Balloon ball floats toward the plate as Sewell follows through. Batter Augie Galan is already tensely wound up, although ball will not reach plate for about a second.

## WHEN YOUR STOMACH



When you eat in haste you often repent at leisure—with a sour, upset stomach—gas pains—or simple diarrhea.

Don't add to your upset by taking overdoses of antacids or harsh physics. Take soothing PEPTO-BISMOL, to help calm and quiet your upset stomach, and soothe irritated intestinal walls. Get a bottle from your druggist today. If you do not get prompt relief, consult your physician.

# Pepto-Bismol

By the Makers of "Unguentine" **Norwich**

\*Reg. U. S. Pat. Off.

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AMERICA'S FINEST  
*surgical instruments*  
**MANICURE IMPLEMENTS**

● Treasure your precision-ground La Cross manicure implements. They may be the last you can get for the duration. The craftsmen, who fashioned them in peace-time, today are making vital surgical instruments for America's armed forces. After victory La Cross implements will be better than ever.



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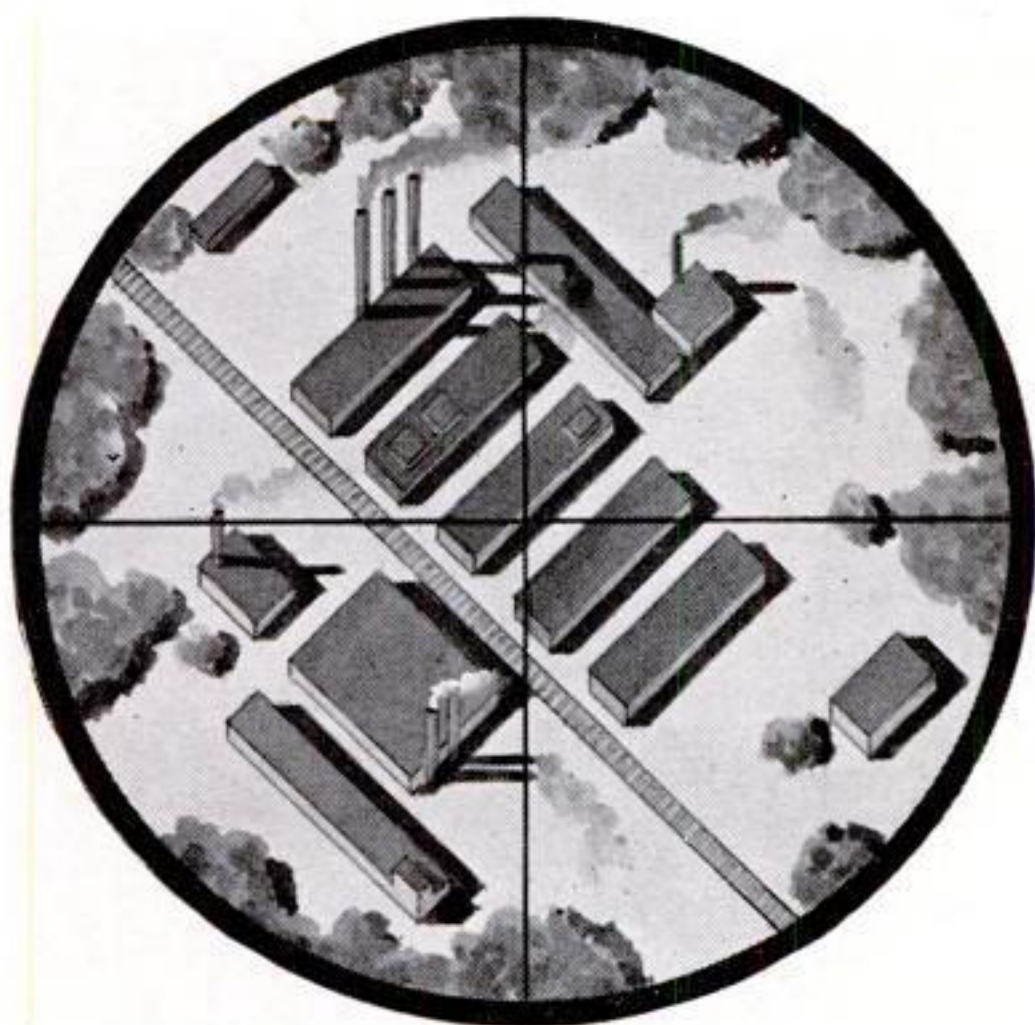
# CRO-PAX

## CORN PLASTERS



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FOREST CITY PRODUCTS, INC., CLEVELAND, OHIO





## Problems of precision bombing ...and how they are met

THERE'S A LOT MORE to precision bombing than pointing a bombsight at what you want to hit and dropping the bombs.

Ask the pilot or co-pilot. Ask the navigator or bombardier. Ask the gunners. Ask the radio man. Ask the ground crew.

First, they'll tell you, the plane must be guided through miles of trackless skies to a target that's



often no bigger than your own backyard.

You often take off with the thermometer at 120°, sweating like a horse in your heavy uniform. And soon you're up where it's 50 below zero and the sweat has turned to ice.

A determined enemy does all he can to stop you. You fly through a death-filled curtain of anti-aircraft fire. Enemy planes attack from all angles, trying to riddle you with machine gun bullets.

Fear gnaws at your nerves as the weary hours grind on. Fatigue tugs at your eyelids in the high altitude.

Finally, you spot the target. You're lined up!

Then—Bombs away! Your mission is done. You turn back toward your base. The enemy pursuit planes, fuel tanks running low, skim back to earth. Then comes the let-down. Your cumbersome clothes are a weight on your chest. You feel light-headed, incredibly tired.

But *usually* you get back. You get back because you're physically tough, trained until every part of your job is almost automatic. You get back because every member of the crew is the same kind of man with the same kind of training.

And there's another reason . . . *instruments for precision control* that help you with your job.

### Tools of war... built for peace

Where do the precision instruments come from? The answer is that they were developed in years of peace to assist transport pilots in their fight against fatigue on long flights and to add to the safety of *peacetime* air travel. Then they were improved and adapted to war.

A typical example of these precision instruments



WILEY POST—his world flight suggested a possibility.

is the Sperry Gyropilot. This is a device which automatically holds an airplane in level flight and on its course with unvarying accuracy. And you'll find a Gyropilot on every American bomber today.

The Gyropilot has been used on transport planes since shortly after Wiley Post proved it practical on his solo flight around the world 10 years ago this summer. Army experts were quick to see its possibilities. They helped Sperry develop an improved electronic model which you'll soon be hearing more about.

Moving the controls with hydraulic muscles made by the Vickers and Gyroscope divisions of Sperry, the Gyropilot frees the pilot and co-pilot from the strain of handling the plane except in combat or in emergencies.

It is also used to hold the plane on an exact and accurate course during the final bombing run. And it never gets tired on the long trip home when the instrument board is just a blur in the weary eyes of the human pilots.

### Teamwork does the impossible

The Gyropilot is but one member of a team—a team of men and precision instruments. Among other members of the instrument team, are the



BOMBER CREW—in the end, it's up to them.

Kollsman Sensitive Altimeter, the Norden and Sperry Bombsights, communications equipment made by Bendix and Western Electric, and many, many other instruments made by these and other companies which we have no space to mention.

All these instruments help make precision bombing much more effective. Without them, we should lose a lot of men and bombers that we don't lose now. *But precision bombing still remains a tough, hard job for every member of the crew.*

In the end . . . after many companies have worked with one another and Army and Navy experts to develop the big bombers and the instruments . . . the things that count most are the endurance, skill, and guts of the bomber crews.

Our hats are off to these men. With their courage and skill, teamwork does the impossible.

## Sperry CORPORATION

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THEY GIVE THEIR LIVES...YOU LEND YOUR MONEY! BUY MORE WAR BONDS!





## When a boy takes a SHINE to a girl!

It's happened to every youngster since the world began. It's puppy love... made of the same, starry-eyed dreams you had when you were a kid—when a boy “took a shine” to a girl.

Yes, today's youngsters go through the same sort of things you did. They play as hard—perhaps more so! Now, of all times, their shoes must give long wear and lasting fit. Yet there is such a big difference in shoes that you must be *sure* before you buy.

You see, we know... because for more than 35 years we have been making *good* shoes for boys and girls. We know, too, that you can't tell by looking at a shoe whether it will keep its good looks... hold its shape... retain fit... wear well.



Flexible leathers, durable materials, proper lasts, and painstaking workmanship are required to make shoes that are good *all the way through*—inside and out. That's how we make Red Goose and Friedman-Shelby Shoes for boys and girls. Every pair has “Extra Value” Features\* for *longer wear and lasting fit*.

Today these “Extra Value” Features\*—*inside and out*—mean more than ever! So go to the dealer who features Red Goose or Friedman-Shelby shoes for boys and girls. The trade-mark *on the shoe* is full assurance of shoes that are built to “take it,” yet *cost no more*.

Always buy the best of shoes... and give them the best of care!

Made by RED GOOSE DIVISION, International Shoe Company, St. Louis, Mo.

# RED GOOSE SHOES

**“HALF THE FUN  
OF HAVING FEET”**

AND FRIEDMAN-SHELBY SHOES



- \*“EXTRA VALUE” Features—Inside and Out!
1. Honest construction with *finer* materials.
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  3. Painstaking and *detailed* workmanship.
  4. Added *reinforcements* to help assure extra wear and lasting fit.

HELP UNCLE SAM SAVE LEATHER!

Buy only long-wearing boys' and girls' shoes.  
Invest in U. S. War Bonds and Stamps regularly.

FOR BOYS AND GIRLS OF ALL AGES





DIANA LYNN AND GAIL RUSSELL, WHO WILL PORTRAY EMILY KIMBROUGH AND CORNELIA OTIS SKINNER ON THE SCREEN, SIT ON WALL OF SUNPORCH AT MISS LYNN'S HOME

## YOUNG "HEARTS"

Starlets land coveted leads in  
"Our Hearts Were Young and Gay"

When *Our Hearts Were Young and Gay*, Cornelia Otis Skinner's and Emily Kimbrough's best-selling book of last year, reaches the screen, the roles of Miss Skinner and Miss Kimbrough will be played by two actresses as yet practically unknown. They are Gail Russell who will portray Miss Skinner, and Diana Lynn who will be Miss Kimbrough.

*Our Hearts Were Young and Gay* is an enchanting story of the adventures experienced by the au-


thors on a trip they took to the 1920 Paris of their youth. The two leading roles are considered among the juiciest plums in Hollywood. By the time they have been transferred to the screen by Paramount, two new stars may have been born. Screen tests to determine who would be given the roles were exhaustive. When they were completed, Miss Russell, 19 and brunette, had been chosen for the Skinner role, Miss Lynn, 17 and blonde, for the Kimbrough one.



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**YOU CAN SIP IT  
STRAIGHT LIKE A LIQUEUR**

A Tip from the Tropics: For the perfect after-dinner drink, serve Riondo Gold Label Rum. It's so light, flavorful and fine in bouquet that you can sip it straight like a liqueur. And don't forget this finest rum from Puerto Rico always makes the finest rum drinks.



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GOLD LABEL  
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PUERTO RICO'S FINEST RUM

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SOME PICNIC FRANKS  
ALL SIZZLING HOT  
AND BOY—  
THEY'RE GOING TO  
HIT THE SPOT!




THE REASON? FRENCH'S  
SMOOTH, SUBLIME—  
THE FLAVOR GETS  
'EM EVERY TIME!



HOT DAN  
THE  
MUSTARD MAN

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THE *New* LIGHT WEIGHT  
BALANCED GOLF BAG

OLD WAY UNBALANCED  
THIS MAKES IT BALANCE  
WILL NOT SAG  
Price \$5.00

A scientifically designed lightweight, full-sized, well-made bag—balances perfectly—won't tip forward and spill clubs. Wide, comfortable shoulder strap. Saves energy and tempers these difficult days when we must often "carry-our-own" or depend on smaller caddies. At your pro-shop—your dealers, or

**BALANCED GOLF BAG**  
North and Noble Streets, Chicago

## Young "Hearts" (continued)



Gail Russell is tested with James Brown, who plays role based on a "conscientious drinker from Princeton" encountered on ship by Cornelia Otis Skinner in her book.



"Girls didn't kiss much in those days," Miss Skinner wrote in book. Here Miss Russell is kissed by Brown. They are awkward and director has them do scene over.



This "take" was considered good by the director. Sequence concerns Miss Skinner's getting tight on shipboard and permitting "that Pride of Princeton" to kiss her.





## *SOMETHING BIG*—like lifting an ELEPHANT

A NEW, strange feature of the American Scene—those Flying Elephants in the neighborhood of vital war plants . . .

At night they are moored from ten to twelve thousand feet up—the better to clip your buzzards' wings, Tojo. With the mooring cable, a barrage balloon weighs about 1,350 pounds. It takes a lot of LIFT—12,000 cubic feet of HYDROGEN—to do this job! . . . Hydrogen has only 60/1000 the weight of air.

Along our West Coast, Shell is supplying the hydrogen . . . Scientists at the "University of Petroleum," Shell's research laboratories, got hydrogen as a by-product when they discovered how to make acetone and methyl ethyl ketone from petroleum gases.

The acetone and methyl ethyl ketone now do duty in smokeless powders and cordite . . . in paints and lacquers for our tanks and guns . . . in making rayon fabrics for parachutes and safety "glass" for bomber windows. And the hydrogen lifts those Flying Elephants!

Practically every advance of Shell Research now goes direct to the war factories or war

fronts: 100-octane aviation gasoline, first produced in commercial quantities by Shell; *Butadiene*, for synthetic rubber, first regularly supplied in quantity to our rubber manufacturers by Shell; nitration grade *Toluene* for TNT—Shell was first to get it from petroleum.

• • •

Tomorrow, new products—growing from these and scores of other Shell research accomplishments—will be at your service in your everyday peacetime life.



First oil refinery to win the Army-Navy "E"—Shell's Wood River Refinery

SHELL RESEARCH—Sword of Today  
Plowshare of Tomorrow





## The Wisdom of the East

There's a good reason for the Oriental water pipe—to clean smoke by filtering it. *There's the same good reason for Fleetwood's extra length.* By straining and filtering each puff through extra length of unsmoked tobacco, Fleetwood gives you the goodness of fragrant tobacco smoke—while it *saves* you from more of the nicotine, throat irritants and tars that stain fingers and teeth—provided you

smoke a Fleetwood no farther than you would smoke a shorter, old-size cigarette.

The end of any cigarette is a cleansing, cooling filter for the smoke. The longer the end, the cleaner the smoke. Light your Fleetwood. Smoke your usual amount. Then discard the l-o-n-g-e-r end (the strainer) that made every puff a *cleaner, finer* smoke!

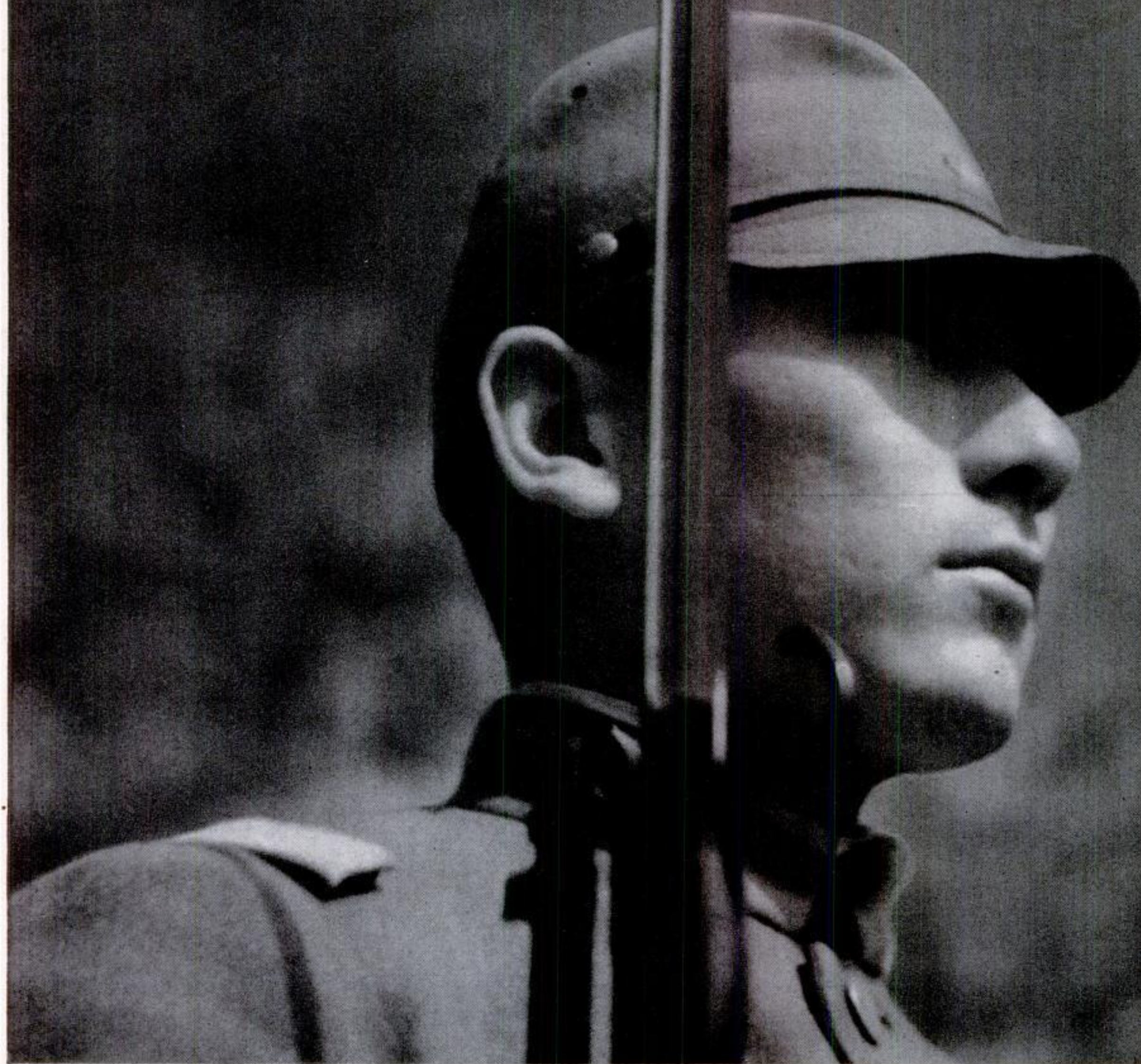
**FLEETWOOD**  
A CLEANER, FINER SMOKE



A SUPERIOR CIGARETTE AT THE STANDARD PRICE • THE AXTON-FISHER TOBACCO COMPANY, INC. • "HOUSE OF TRADITION" • LOUISVILLE, KY.



## A PHOTOGRAPHIC DEBATE



THE ENEMY IS A LITERATE, STRONG-BACKED, BRAVE, DISCIPLINED, TREACHEROUS SOLDIER-FANATIC WHO HAS ONLY ONE PURPOSE IN LIFE AND THAT IS TO KILL HIS ENEMY

# HOW STRONG IS JAPAN?

**W**hether our enemy Japan is weak or strong is a matter of some debate. There should be a great deal more of such debate, to the end that the U. S. public really understands what manner of man and nation it is fighting—and what the chances are in that fight.

Barbershop strategists have it all figured out that Japan is a pipsqueak that will be blown off the face of the earth as soon as we polish off Germany, or Soviet Russia gives us her Far Eastern bases. President Roosevelt seems to share a version of this view. America's last Ambassador to Tokyo, Joseph C. Grew, on the other hand, has cried again and again

that the U. S. has dangerously underestimated Japan's strength. Our armies in the Pacific seem to share this view. The argument is the more bitter because little or nothing is really known about the essential fact: Japan's industrial preparation for running a huge, rich empire. Before the war, all Japanese engaged in an ingenious game of kidding the Western powers that Japan was really a joke. When foreign observers were watching, Japanese guns frequently missed the target and obsolete equipment was paraded. The Japs' best fighter plane, the Zero, did not appear before Pearl Harbor. It is safe to assume always that Japan is stronger than we know.

This crucial debate, on which the basic strategy of the U. S. war effort depends, is outlined in pictures on following pages. No mysterious revelations are unveiled. The available facts and guesses are presented with the warning that they are plucked out of a fog of ignorance and deception. But two probabilities emerge. One is that Japan is apparently prepared to sacrifice the awesome total of 5,000,000 men in a war of attrition in its "outer Empire" conquered since Pearl Harbor. The other is that, given five years of frantic industrial preparation, Japan can be the most powerful military nation on earth, quite possibly too strong to be conquered even by the U. S. and Britain.





Japan's steel production, based here at Yawata on southerly Kyushu island and in central Japan, adds up to an annual total of not more than 15,000,000 tons, as against American total

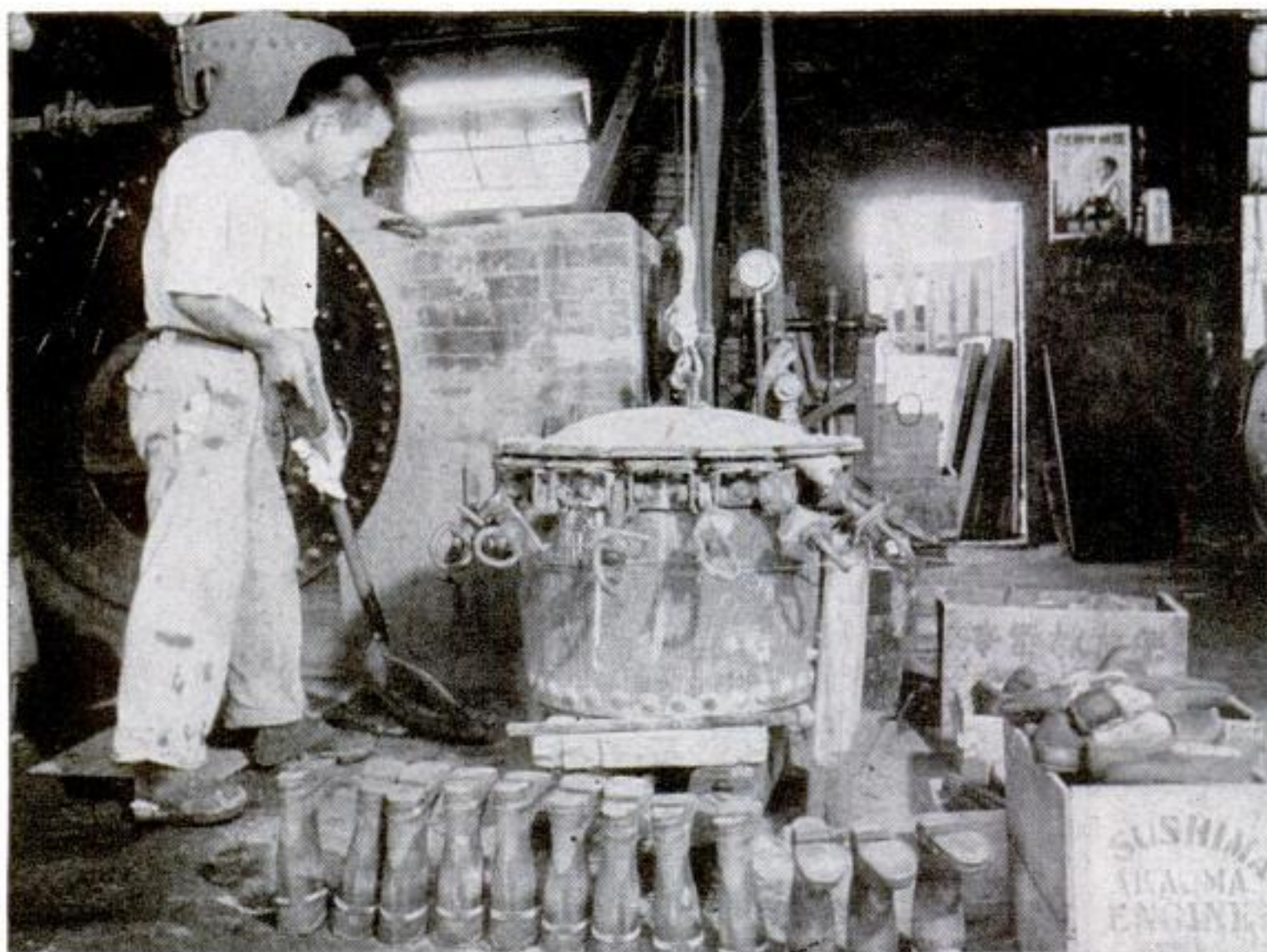
of 90,000,000 tons. Before Pearl Harbor this steel plant was outmoded and inefficient. In the foreground is a workers' baseball field. Photographers were absolutely forbidden hereabouts.

## JAPAN IS AN INDUSTRIAL MIDGET BESIDE THE U.S.

**T**here is no doubt that Japan as a modern industrial power is far behind the U.S., Britain, Germany and Russia. It tripled production by value between 1931 and 1937 and may be presumed to have tripled it again by 1943. Even on that basis it now produces only 45,000,000,000 yen worth of goods, worth perhaps \$11,000,000,000. (U.S. production in 1943 will be about \$135,000,000,000). All this is guesswork in the dark, for foreigners know almost as little about Japanese industry as about the Japanese Navy. Planes, radars and guns and tanks do not take huge quantities of

steel; they take man-hours. Japan is supposed to lack the fabrication factories to produce the fine parts that go into weapons. It is supposed to be short of machine tools, precision instruments and tool steels. Furthermore, the great Japanese money families (Mitsui, Mitsubishi, Sumitomo, Yasuda, Okura *et al.*) are said to have gone on a mild sit-down strike against the government's gobbling up of industry. And production in occupied China has lately slowed down.

Finally, it is argued, on the day that Japanese industry can be bombed from

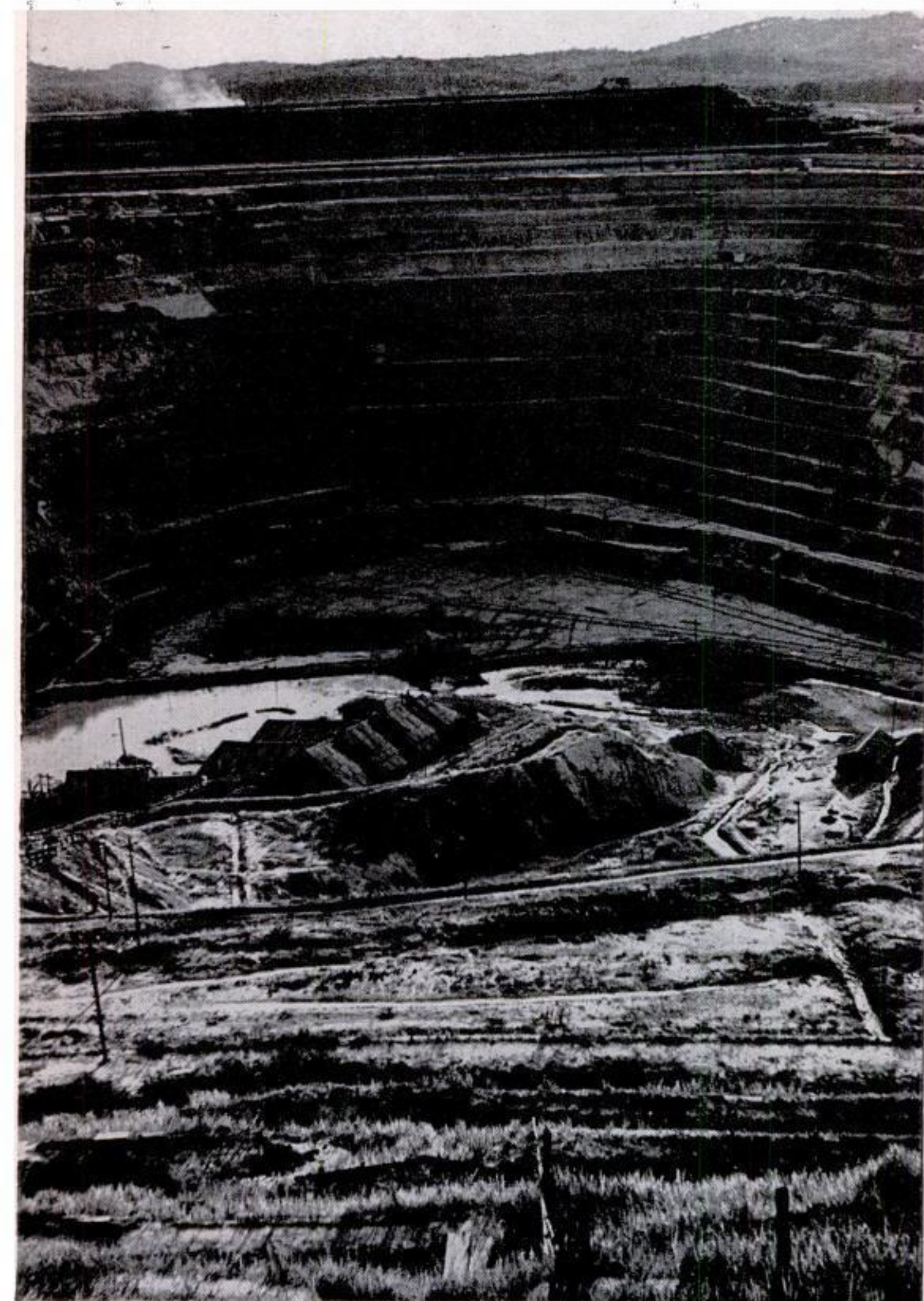


Rubber boot factory, like most older Japanese factories, has the look of fumbling, smalltime production, a relic of Japan's industrial adolescence in the early years of the 20th Century.



Bench work is an extensive practice in small Japanese factories, like this electric-light bulb shop. These semiskilled boys work incredible hours at infinitesimal wages with slow patience.





**Tin mine** in Malaya, once tin reservoir of Britain and the U.S., now produces only for Japan. Japan, once seriously short of this metal, now has a corner on two-thirds of the world's tin.



**Indies oil**, cracked here at Standard Oil's plant at Palembang, Sumatra, is about 60,000,000 barrels a year, more than enough for Japan. Japs say they have sabotaged wells working again.

# BUT IT HAS A GIANT'S WEALTH OF RESOURCES

Chinese and Russian bases, its concentrations will be destroyed with ease. The answer to that is that Japanese industry is relatively decentralized, small parts being made in individual homes for factory assembly.

Japan may be an industrial pipsqueak but it has the richest empire in natural resources. Most of it has been acquired since Pearl Harbor. The beauty of it is that this empire has virtually everything, even down to antimony, cobalt and chrome. It includes near-monopolies of the supply of tin (65%) and rubber (85%). Japan col-

lected its first important lead, aluminum, antimony, tungsten and manganese in its invasion of Burma, Malaya, Indo-China and the Indies. From being a "have-not" nation, Japan has become in a year and a half the world's great "have" nation.

One possible hitch is a shipping shortage: 6,000,000 tons to bring home a load of bacon that requires at least 20,000,000 tons. Japan can build perhaps 750,000 tons a year, less than we can sink a year. But it is building coastal railways in China, using its big fishing fleet for short hauls and turning out cheap wood and concrete ships.



**Japanese shipyards** produce steel, wood and concrete ships to move conquered treasure to its factories. The estimated production is more than 750,000 tons a year, but we sink that much.



**Chinese junks** and Japanese fishing fleet of 65,000 boats help out on coast hauls and patrol work. These supplement an ocean-going merchant fleet of somewhat less than 6,000,000 tons.





**Engineering students** work at night classes to make up Japan's shortage of trained technicians. These youths do not wear glasses, but most of them soon will. Able young men never

had better opportunities than in Japan today, if Japan's armed forces can hold onto what they have. Then its engineers will manage the technical digestion of its huge new resources.

## JAPAN LACKS SKILLED WORKERS AND TECHNICIANS

**T**he complicated modern world is run by manifold skills, know-how and experience, and Japan has never before faced the problem of running a whole industrial system by itself. It has never before refined more than tiny quantities of antimony, bauxite, chromium, tungsten, and lead. It has never before undertaken the wholesale fabrication of these metals into alloys and into all the precise parts of modern machines and weapons. Even though it has the raw materials and may be able to set up the factories, it has not the skilled operators to plan and manage and man all

of them. Indeed, some foreigners have claimed that they found it most difficult to teach Japanese to operate a machine at a steady level of performance.

On the other hand, there is too much evidence that the Japanese can do pretty nearly everything the white man can. What they are doing about getting skilled manpower is shown in the pictures of apprentice schools above and below.

There is said to be an actual shortage of manpower in Japan itself. There are now about 10,000,000 factory workers, mostly in heavy industry, but their efficiency has

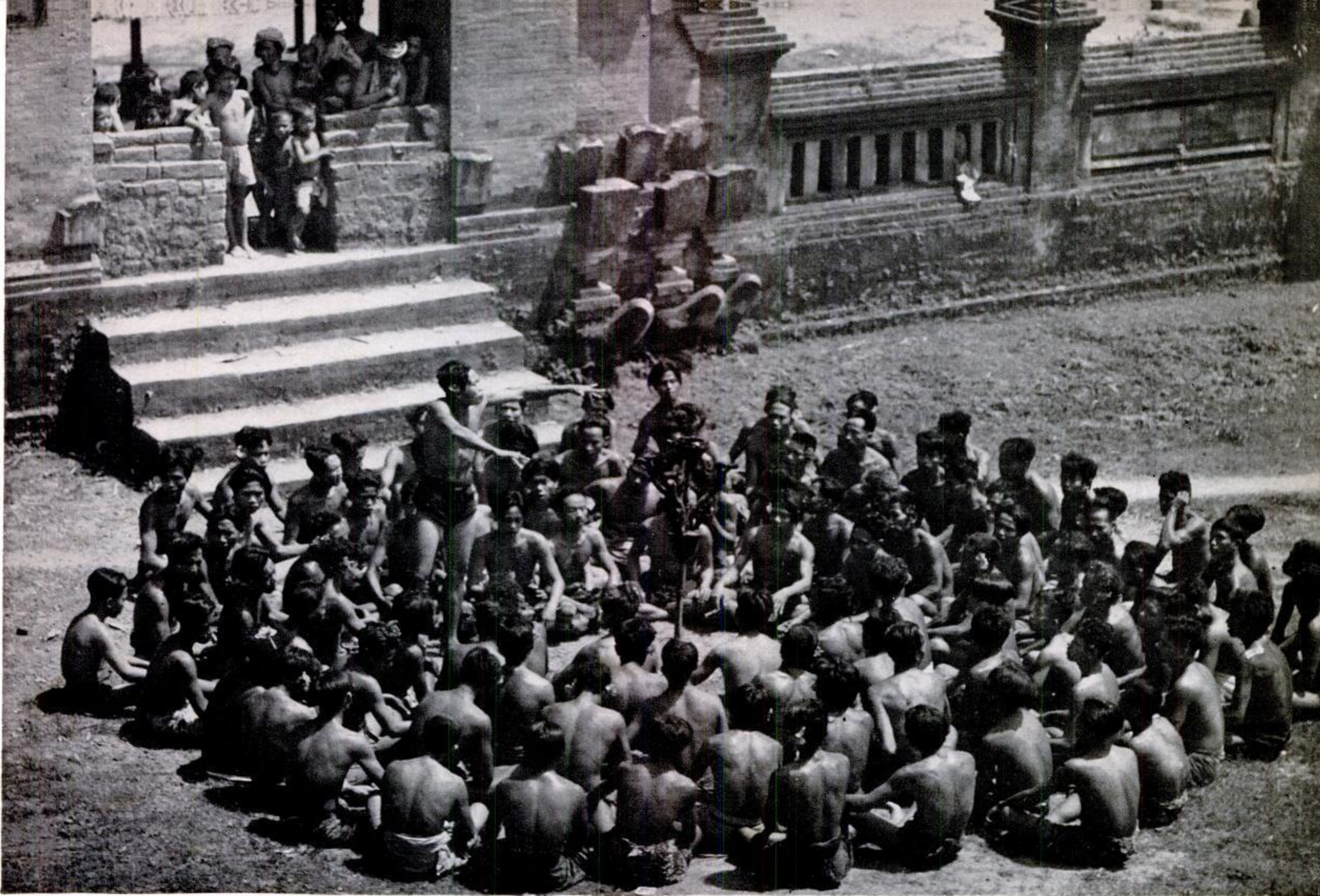


**Women silk-reelers**, as well as many light industry workers, have been transferred to heavy industry, producing for war. But Japan has too few workers even of these girls' limited skill.



**Machinist students** salute their instructor as class begins. These are not soldiers. They are young men picked for aptitude, perhaps invalided or rejected by Army, to man the factories.





**They were dancing** in Bali when the Japs came, but the brown masses of Asia will shortly be working busily for Japan. These strong-backed Balinese are far from stupid. They are very dex-

trous and can easily be trained to do semi-skilled work. Probably they are just about as pleased to work for the Japanese as for white men, and now they will be made to work as never before.

# BUT IT HAS A HUGE POOL OF SUBJECT LABOR

dropped as the standard of living has plummeted to new lows. Though supposed to be an agricultural nation, more than half its workers are today off the farm.

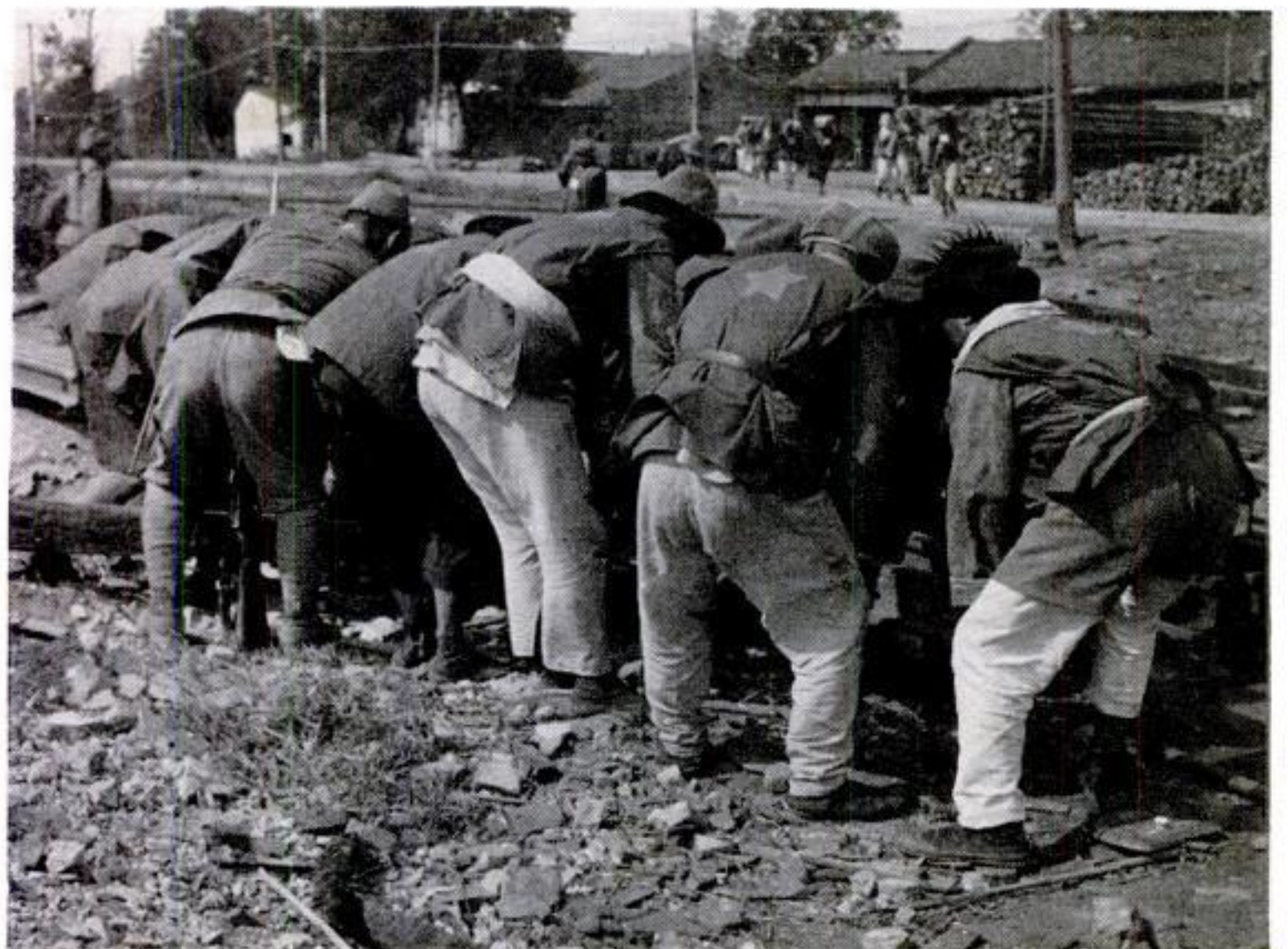
These workers, it was claimed, would panic at the first bombing of Japan's factories. But over the years they have grown accustomed to shock and disaster and their newer buildings are designed against catastrophe. Modern areas of their big cities are built with fire lanes.

Manpower, however, is the one thing Japan does not need. It has in the conquered

areas of Asia and the islands some 400,000,000 people. And it has no qualms about using them, as the British have toward the 390,000,000 people of India. Japan's subject peoples have the wonderful habit of submissiveness. Most of the Asiatics will work hard, long and cheaply, without strikes or sabotage. Half a million of them are already said to be under arms, policing the new Japanese Empire, saving Jap divisions. The most valuable of these workers are the ones who were trained by the white man to operate the mines and refineries and factories of the conquered areas.



**Tin workers** at the Malayan smelters at Penang and off Singapore are mostly Chinese and Javanese. Captured with the mines, they go on working them. Their new unions have been abolished.



**Chinese**, whose stars mark them as prisoners, build a road in China under supervision of Jap soldier (left). Chinese are by far the most intelligent and industrious labor Japan has gotten.





Comical as the Seven Dwarfs, the Japanese Army looks bad even in victory. Its pants bag, its leggings are sloppily wound, its shoes are scuffed, its buttons dull, its pockets stuffed, its

rifles battered. This marching outfit, after victory in China, looks as formidable as Falstaff's pompous army of drunks and footpads. Such troops were responsible for the rape of Nanking.

## JAPAN'S ARMY LOOKS SLOPPY, DIRTY AND STUPID

The appearance of the Japanese Army suggests to Westerners, who make smartness the index of discipline, that it is an absurd rabble. In China and the South Seas, far from the hot baths and neatness of the homeland, the Jap Army did show signs of demoralization. The dust, the vast spaces, the extremes of heat and cold, the outlandish foods, cholera and dysentery, were things the Japs are trained to take in short doses but not in long. Furthermore, the Japs are weak in technical operations, such as marksmanship, and base their tactics primarily on the infantryman.

But on closer inspection the Japanese Army is one of the most extraordinary fighting instruments in the world. It is just about the best disciplined, best indoctrinated, most loyal and fanatic in the world. It is so disciplined that it has no need of "spit and polish" and serious disciplinary offenses are almost unheard of. A Jap officer will call a soldier a *baka* (fool) or slap him with a saber. But the terrible punishment in the Jap Army is to threaten to write the soldier's parents about his misdeeds. The appearance of sloppiness comes from the Japanese belief that it



Disreputable is this cavalymen's tent in a rest camp in China, where a Western officer would insist on neatness and cleanliness. One of the men is a superior private (*three stars on coat*).



Stupidity shines from the face of this little Japanese private. Some say that the Japs cannot think beyond the point immediately ahead or grasp how other kinds of people think and feel.





**Faithfulness unto death** is the religion of the Japanese Army, as these Japs demonstrated in the battle of the Tenaru River on Guadalcanal. Any soldier who surrendered would be courtmar-

tialed if recaptured and also expected to commit hara-kiri. Being captured unconscious is no worthy excuse. Soldiers often conduct their own funerals before they leave Japan for the front.

# BUT IT IS INTELLIGENT, UNITED, FAITHFUL

is wrong to put "undue stress" on outward show. It is shameful to think about money (privates get \$1.26 a month, generals \$126.50 a month). It is shameful to spend that tiny pay at the canteen. A soldier's pay is an honor, not a wage. Every soldier knows Emperor Meiji's rescript of 1883 on being "loyal, obedient, courageous, honorable and frugal," and he must think about it for ten minutes every day. The Army is 99.5% literate and 15% can read and write English too.

Before induction, a conscript's parents are asked to call on the commanding officer

and talk him over. The officer is thereafter his "father," the N. C. O. his "mother." A soldier pays social calls on his officers, who work even harder than he. These officers, with the traditions of Japan's warrior *samurai*, are mostly from the peasantry and lower middle class, rather than the four great clans of Choshu, Satsuma, Hizen and Tosa, for promotion is on merit.

This amazing army has no order for "retreat." Agreed U. S. General W. E. Lynd: "Japs do not leave any place they hold. They don't go away. You just kill them."



**Japanese high command**, like most groups in Japan, does not decide course of action by taking a vote. Each states a moderate opinion weighted by rank, then all agree on in-between course.



**Training from youth** is given to Jap officers. Only one in 60 candidates could get into military prep schools. Education is intensive. Even the ranks are entirely literate in the Jap Army.





**Imitation of the West** is here fantastically combined with Japanese traditionalism. To fish for the Emperor's carp at an ancient annual ceremony, these Japanese bigwigs wear the Europe-

an diplomatic costume of top hat and cutaway. They slavishly patch the new onto the old, without modifying either. No one at this party feels foolish, for the others are doing it, too.

## JAPANESE ARE IMITATIVE AND TRADITIONAL

**T**he "borrowings" of Japan are probably the all-time high for cultural robbery. Nearly everything about old Japan came from China. In new Japan, the machines are American, the railroads and navy British, the constitution and civil code German. Furthermore, what they have borrowed they apply with fanatical possessiveness, just as if they had invented it. And, ungratefully, they hate and resent with implacable fury the whites from whom they got it.

The asinine tea ceremony (*below*) was evolved from the Chinese who have long

since forgotten it. It derives from Zen Buddhism and represents a contemplative philosophy of relishing small things. The ceremony is fully as elaborate as a college fraternity initiation. Japanese life is full of similar nonsense.

But one thing has been invented, quite recently. Until 1868, the Emperors of Japan were obscure and unimportant. People had almost forgotten that the Emperor was supposed to be the Son of Heaven. Many doubted his divinity. The religion of Shintoism was restored 200 years ago with much argument. In 1867, the great



**Geisha**, whose customers are now taxed 200%, are the only people in Japan to whom a Jap ever speaks as much as 80% of what he means. Japs are eternally suspicious of one another.



**This imbecile position** is the one rigidly prescribed for a Japanese guest who wishes to admire the floral decorations of her hostess during the elaborately evolved Japanese tea ceremony.





**Worship of the Emperor** as a god on earth is an article of utter and universal faith in Japan. The Emperor is the simultaneous head of family, Army, State and of the whole population of

the world, living and dead. These soldiers outside the Imperial palace are worshipping him as all of these at once. This is a powerful unifying force and the key pin in Japan's strange system.

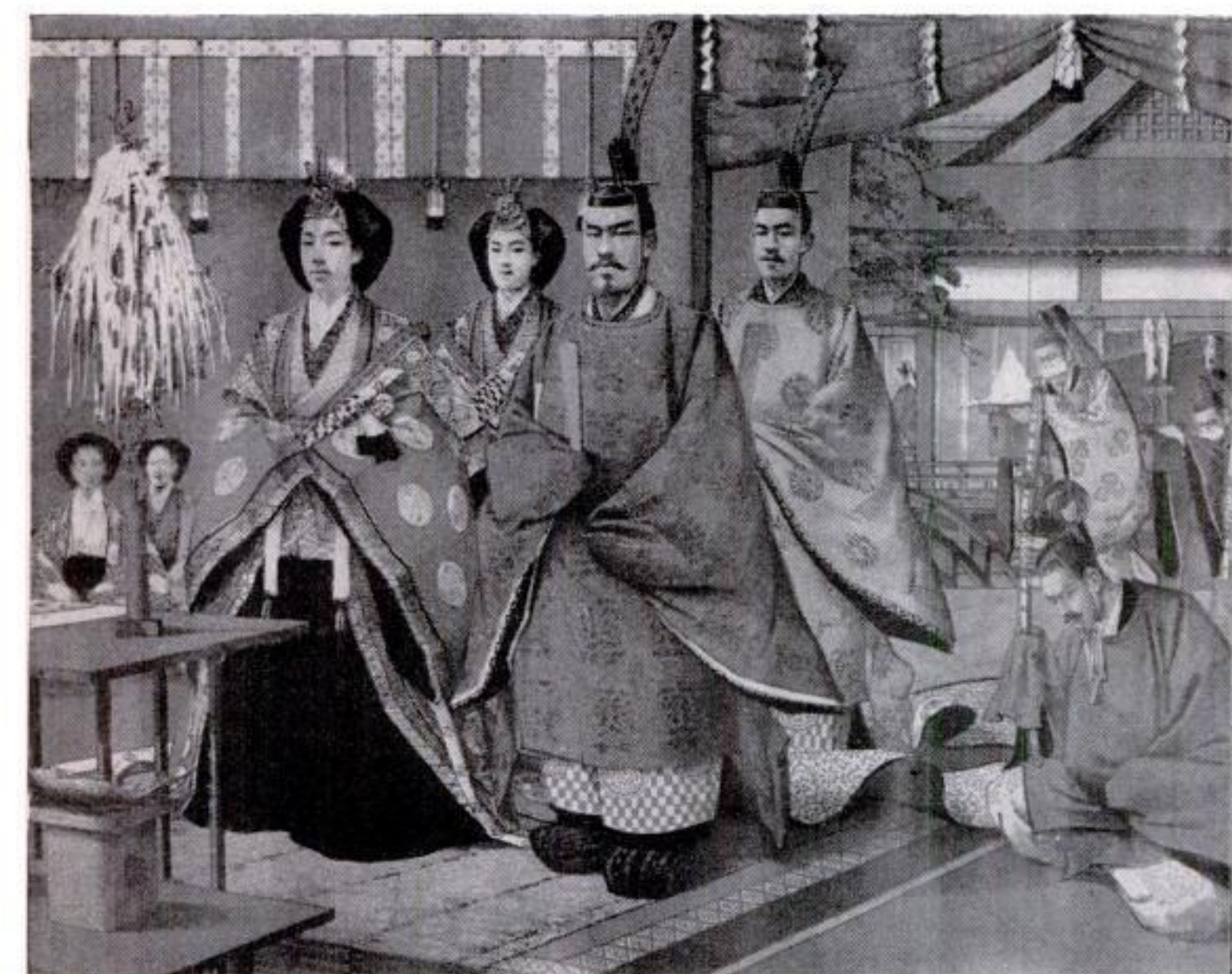
# BUT UNITED BY EMPEROR WORSHIP AND HATE

clansmen overthrew the Shoguns (military dictators) and took charge of Japan as a group headed by the "restored" Emperor Meiji. They then proceeded to sell the Japanese people on the super-divinity of the Emperor as the sole source of power.

The Emperor is therefore a quite new and original invention and Emperor-worshiping Japan is a new nation, hardly 75 years old. Separate lines of power go from the Emperor to the Cabinet, to the Army, to the Navy, to the Imperial Household. According to this invention, Japan's Yamato race is the mother race of the whole

world and other races must ultimately come home to the Emperor. Silly as this is, the Japanese of today believe in it. Those few who may not have are now dead or silent. And Emperor worship unites Japan as no other nation in history has ever been.

Furthermore, Japan's inventive abilities do appear when something is needed. Japan has notably produced the Toyoda loom, Tokuma boiler, Vitamin B, magnetic steel, one of the world's fastest trains and a superb light machine gun, a fine grenade thrower, Nissan car and, finally, it has the use of German patents and technicians.



**The Emperor Meiji**, shown with his wife, daughter and insane son and successor, was restored in 1868 by the two great Japanese clans, who then imposed the dogma of Emperor worship.



**A Jap's ancestors** always watch him, making him very self-conscious. Rather than do anything to displease them, a soldier would be better off dead, becoming an ancestor and a god himself.





Quarrels inside the Japanese Army between the Kodo-ha (extremists) and the Tosei-ha (moderates) reached their outrageous climax in February 1936, when 22 officers and 1,400 men seized

Tokyo's government buildings and assassinated a moderate inspector general of the Army and two high politicians. The Army radicals were slapped down, but promptly started China war.

## PEOPLE ARE TIRED OF WAR AND MILITARY RULE

By all human values, the Japanese people ought to revolt. Conceivably they may, but it does not now seem likely. They produce more in return for less than any other people on earth. The sacrifices of the Germans or even the Russians are picayune beside the war sacrifices of the Japanese civilians. War fatigue is traditional too in Japan. Disgust of a foreign invasion in 1592 is recalled by the "Ear Mound" at Kyoto, where the pickled ears of 38,000 Koreans are buried, and after that Japan forgot about external war for almost exactly 300 years. Even though it won the last

war at small cost, there were Rice Riots in 1918 and officers for a while did not wear their uniforms in public. There were reported Rice Riots again in 1940. Furthermore, the Japanese government and Army are notoriously divided by cliques. The worst example was the Army revolt of 1936 (*above*). The Cabinet of 1931 did all it could to oppose the invasion of Manchukuo. The palace household clique is supposed to oppose this war.

The Army is the people and it is hard to imagine their turning against it. At ma-



Ashes of dead soldiers, beginning in Manchukuo in 1931, are still pouring into Japan in increasing quantities. Jap dead now total about 1,000,000, 85% of the normal death rate for one year.



Exploitation like that of Japan's masses has never been suffered by an educated people without revolt. Of Japan's 5,575,000 farms, three-quarters are under 2½ acres. Everybody is poor.





**Conscripted soldiers** get a big send-off. Their names are written on the banners, and the National Women's Association arranges celebration. This is a cheap form of morale-building

and everybody enjoys it. It is one of the many small ways in which the Army systematically reaches down into the heart of the people. The people are the Army; the Army is the people.

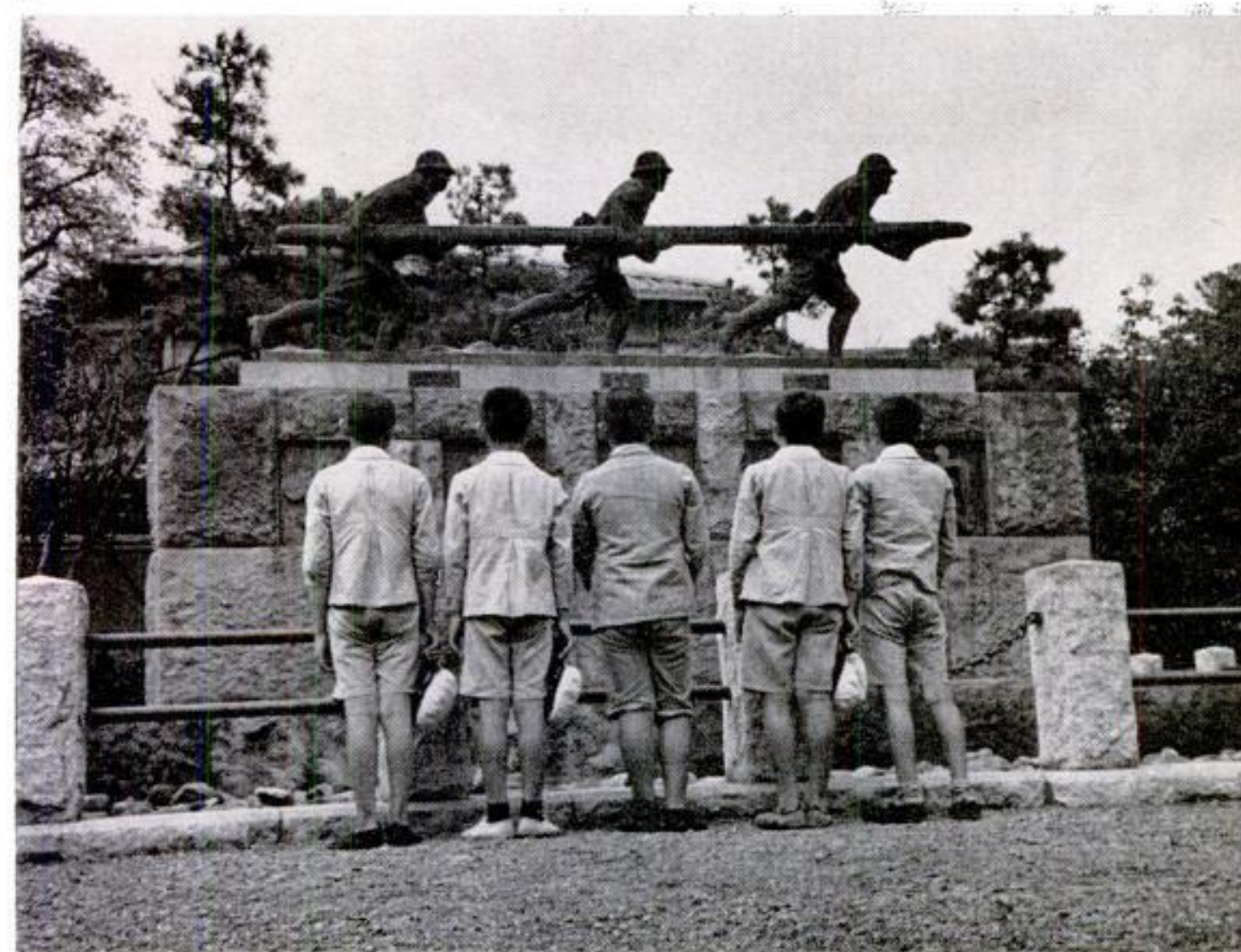
# BUT THE JAP ARMY IS A PEOPLE'S ARMY

neuers school children come out on the field and gather around the artillery pieces. The smartest children try to win their way into the military academies. Since the Choshu clan leadership faded out in the 1920's and commoners took over the Army, the Army is a symbol of social equality. It is, in fact, the revolution. Some 3,500,000 poor boys are trained in soldiering before they reach the Army. The Army is singularly appealing to the Japanese who in all things like to move as a pack, as a swarm of bees, not to stand alone or to express a personal opinion.

And the Army is, in its way, admirable. Its officers are generally ascetic and above graft, as opposed to the business-bought politicians. It is pure-minded. No pin-up girls are permitted in barracks. A colonel who visited a brothel may be court-martialed. It is clean. Men bathe daily. It is unostentatious. The War Ministry remains in an old, dingy building. Retired generals live humbly. There is scant social life. Wives of the same regiment do not meet one another. The only catch is that officers do not take courses in international politics and law, foreign government or economics.



**Civilian asceticism** saves everything for Army and Navy. Civilian uses wood, paper, clay, rice, straw and silk—no metal, no rubber, no woolen. He ate little, now eats a third of that.



**Military virtues** are taught Japanese boys, in this case by the famous Tokyo statue of three soldiers who carried a land torpedo forward into the Chinese wire and blew themselves up.



HOW STRONG IS JAPAN? (continued)

# JAPAN IS MOBILIZED FOR A HUNDRED-YEAR WAR

Whether Japan has much or little, every last scrap of it goes to kill Allied soldiers. Since America's colossal production goes only in part to kill Japanese soldiers, the disparity between the two nations is considerably reduced. Every citizen gives 30% to 95% of his wages to bonds, taxes and savings. He eats one-third of what he used to, works a 98-hour, seven-day week. Disputes between management and labor are settled by the police. If either side argues with the solution, the policeman puts his hand on his sword and there is no more talk. The Japanese civilian wears wood-fiber

clothes, cardboard shoes. He is taxed 90% on golf tickets, 200% on geisha entertainment. "Thought control" stations literally control divisive thought. Newspapers, radios, movies, street signs say over and over again, "This is a 100-year-war." The people believe it and accept it. They speak of the "China incident" now as the "long incident." They celebrate Pearl Harbor not once a year but every month, on the eighth of the month.

The whole war effort is integrated under two fantastically dictatorial laws: the

A WHOLE JAPANESE COMMUNITY ASSEMBLES TO DO HONOR TO THOSE FORTUNATE CITIZENS (BOTTOM) WHO HAVE BEEN CALLED TO FIGHT FOR ALL-HOLY SURVIVAL OF JAPAN





# BUT IT CAN BE BEATEN IN NEXT FIVE YEARS

Wartime Special Administration Ordinance Law and the Special Wartime Criminal Law. Death is decreed for anyone who tries "to change the Government's policy or plans during wartime." (The best recent book on Japan's war effort and Army is Hillis Lory's *Japan's Military Masters*.)

As against this, it is perfectly true that free-born, non-Emperor-worshipping American boys have been able to take every Japanese military position they have so far attacked. For them the war is just beginning. They are hacking their way through

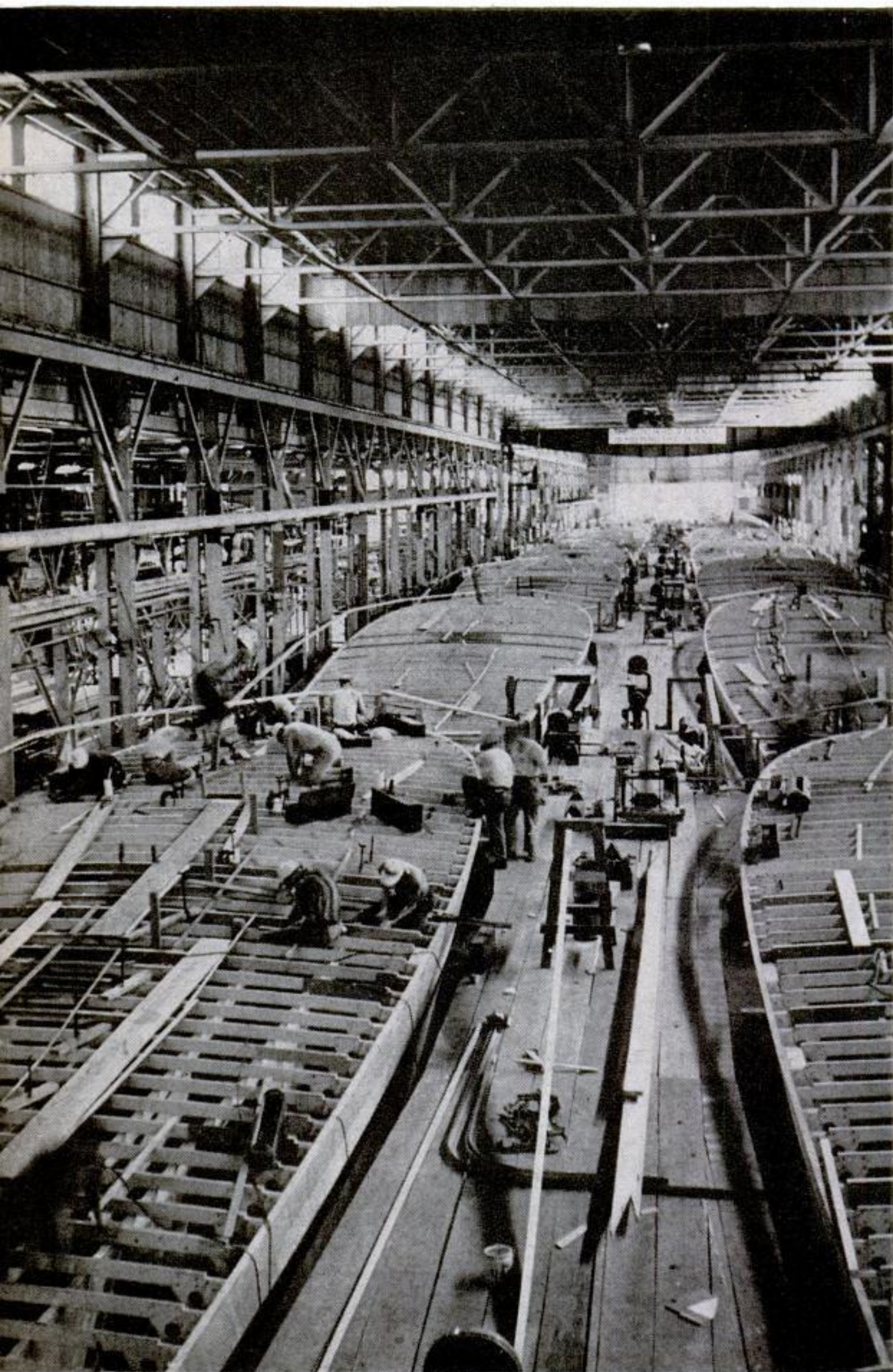
the "outer Empire" of Japan toward the crucial "inner Empire" and Japan proper.

How strong is Japan? It is at present an industrial pygmy totally unable to engage in a slugging match of modern weapons with the American Colossus. It is faced with all sorts of shortages, weaknesses and difficulties in defending what it has won. But, given five years of undisturbed freedom to digest its resources and organize its labor supply, it may well become the most powerful military nation the world has ever seen. Hence the U. S. has no time to lose getting on with Japan's destruction.

AN AMERICAN PRIVATE, WHOSE MOTHER DID NOT BRING HIM UP TO KILL STRANGERS, CONTEMPLATES JAPANESE SOLDIER HE HAS JUST KILLED IN THE BATTLE FOR NEW GUINEA







PT BOATS ARE PUT TOGETHER AT TOP SPEED IN THE DIN OF THE HIGGINS PLANT



HIGGINS LANDING BOATS AND TANK LIGHTERS WERE AMONG THOSE CARRYING U. S. TROOPS

# MR. HIGGINS AND HIS WONDERFUL BOATS

A fabulous war tycoon boasts that if the world were Communist "I bet you I'd be a commissar in 60 days"

by GILBERT BURCK

When the Allied forces invaded North Africa and Sicily, they depended almost entirely upon fast, specially designed, U.S.-built landing boats and barges to put soldiers, tanks and artillery ashore. When the main Fortress Europe is successfully breached, these craft will spearhead the assault. The man who perhaps has contributed most to their development and construction is Andrew Jackson Higgins of New Orleans, whose fame as a boatbuilder is still hardly matched by his fame as a man of action.

There is an old axiom which urges Americans to live so that they can look any man in the face and tell him to go to hell. Higgins not only lives so that he can look any man in the eye and tell him to go to hell, but frequently looks into the eye of a man he doesn't like and calls him a son-of-a-so-and-so. Among the recipients of such compliments have been some of the nation's more promi-

nent businessmen and officers high in the Army, Navy and Maritime Commission. War orders have elevated Higgins from a comparatively small boatbuilder to an industrialist with an annual volume of more than \$120,000,000, but he resembles the conventional captain of industry about as much as a Commando resembles a desk sergeant.

In his leaner days, when Higgins personally supervised all phases of his business, a sign in his plant said: "Anybody caught stealing tools out of this yard won't get fired—he'll go to the hospital . . . A. J. H." Though Higgins has gained weight, he still has the aggressive self-confidence of a heavyweight champion, able and eager to toss everybody on his ear. His bearing is regal, his gaze sharp and steady, and he can dominate any conference or meeting he attends. "You're the only man I've ever met," President Roosevelt is said to have told him, "who has done all the

talking." Higgins' rich, plangent bass is a vital part of his presence. He has an immense stock of stories, ranging from somewhat above to far below the border line, which he retails at great length and with enormous relish, smacking his lips and rubbing his hands as he deftly and tenderly taps in detail after detail. He is often in especially good form at the dinner table, when he generally plays host to at least a score of people, including Navy officers of all the United Nations, writers, politicians, and his four sons and two daughters and their families. At such times his florid countenance seems to be redder than usual, the creases under his blue eyes all but close in on them, and his majestic laughter booms like thunder in the mountains.

Higgins has the characteristic bluntness of the old-time American frontiersman. His profanity, which when called into play flows as naturally as





AND EQUIPMENT ASHORE NEAR GELA, IN THE INVASION OF SICILY, WITH LOSS OF FEW LIVES



A. J. HIGGINS: "I OPERATE IN A BIG WAY AND DON'T GIVE A DAMN ABOUT MONEY"

water from a spring, is famous for its opulence and volume. He has a gift for coming to the point at once, for reducing every proposition to its lowest common denominator. He also has a gift for expressing himself in extravagant, often unprintable, figures of speech. He takes a drink, preferably ripe bourbon, whenever he wants one. "I only drink when I'm working," he has said. Since he works most of the time, he keeps several bottles of Old Taylor in a cabinet near his desk.

Higgins claims to be the world's largest boat manufacturer, which seems open to some qualification, but he certainly comes close to being the world's most important motor-boat manufacturer. All U. S. landing boats and tank lighters, even those built by Higgins' competitors, are made to Higgins' basic designs which he developed before the war. He makes combat, antisub, and PT boats, and is now working on an aircraft contract bigger than the rest of his business taken together; but his most numerous and notable products so far have been landing boats. Some are troop carriers that can land some 30 men dry-shod; others are lighters for transporting tanks, trucks and big guns, equipped with bows that fall and become ramps for the landing vehicles. Higgins is proud of a wire from General Eisenhower last fall: "On this Thanksgiving Day, let us thank God for Higgins Industries' labor and management, which has

given us landing boats with which to conduct our North African campaign. More power to you." Last January the U. S. Army gave him an order for 100 shallow-draft steel cargo ships nearly 200 ft. long, or about half the length of a 10,000-ton freighter.

#### Assembly-line boat building

Adapting an experiment made by Henry Ford with his Eagle boats in World War I, Higgins has been turning out his boats on assembly lines. His two main boatbuilding factories, one located near City Park and the other on the Industrial Canal in New Orleans, were erected not with Government but with Higgins money and are homely structures with hardly a square foot of space to spare. But the activity inside them has moved competent judges to high praise. "You are taking your place," said Maritime Commissioner John Carmody in a typical tribute, "beside the great production geniuses of modern times."

Higgins' plant layout and production technique are engineered carefully. He has what he calls a thermometer, or materials control system, for insuring delivery of materials before they begin to run low. These are not so novel, however, as to account for the acclaim he receives. The significant fact about Higgins' operation is that he knows

how to get his men to do what he wants them to do.

His workers admire him personally, they hang on his words, and they understand his blunt frankness. The A.F.L. local union, which has had a closed shop in Higgins' plants for a long time, is very loyal to him. It has gone to bat for him when he has had run-ins with Government agencies, and has repeatedly pledged itself to a policy of full cooperation. When Higgins signed up with his men he made no bones about his motives. He reminded them about the story of the cowboys who hated to cook. These cowboys drew lots to see who would get the job and agreed that the first one to complain would succeed the incumbent. The man who drew the short straw was as resourceful as he was unlucky. He placed a huge crusty cowpie on the table. One of the hands grabbed an enormous slice and stuffed it into his mouth. "Holy so and so!" he spluttered. "This is the damndest—but, boy, do I love it!" Without a pause, Higgins concluded: "And that, you so-and-so's, is how I love you." It is apparently for this kind of talk, contrasting violently with the soul butter usually accompanying union agreements, that the men love Higgins. Whenever a dispute arises, Higgins still gets together with union representatives and thrashes it out in a soundproof room.



## "Glaring" mistakes — #6



**ON THE BEACH** don't make the mistake of letting harsh sun-glare spoil relaxation on precious days off; don't risk "burny", inefficient eyes on the next day's work. Polaroid Day Glasses actually filter reflected glare without stopping "seeing" light. Scarce, because we're busy on Government orders, but some stores still have them . . . \$1.95.

\*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

**POLAROID\* DAY GLASSES**



I'M GOING TO BOTTLE MY OWN **WOW\*** COCKTAILS



\* TOMATO JUICE SEASONED WITH **FRENCH'S WORCESTERSHIRE**

**EVERYBODY'S** doing it this year! Use your own favorite recipe for bottling plain tomato juice. When adding the salt, add 2 tablespoons French's Worcestershire to each quart of juice. You'll have a delicious tomato juice cocktail you can serve with pride at any time. This famous Worcestershire adds zip and zest, makes the WOW a perfect appetizer!

Top Notch Quality at half the price



HIGGINS INDUSTRIES PLANT ON NEW ORLEANS' INDUSTRIAL CANAL TURNS OUT LANDING BARGES AND PT BOATS ALL NIGHT LONG

## HIGGINS (continued)

"I bring out the best in them," Higgins has remarked. He persuades his men to contribute lavishly to anything he endorses. When he gave a pay increase of 12.5% in August 1942, he suggested strongly that the increase go into war bonds. The resultant bond subscription, he says, amounted to 15% of the payroll. Another time he told them: "It's not enough to give 'em boats, give 'em blood." He boasts that the average per-capita blood contribution of Higgins Industries Inc. is more than that of the rest of the city. Higgins is at least equally effective in getting production out of his men. Signs and posters everywhere reflect the spirit of the plants. "The guy who relaxes," says a common motto, "is helping the Axis." One jingle admonishes:

*The Lord gave us two ends to use  
One to think with and one to sit with  
The war depends on which we choose  
Heads we win, tails we lose*

Well aware of his hold on his employees, Higgins has rigged up a loudspeaker system so he can discourse to them from his office in the City Park plant as the spirit moves him. When he wants to whip them into a lather of activity for some special job, he appears personally. Testifying before the Truman Committee, he gave a vivid picture of how he does it: "The labor bands get up and play a few stirring pieces, including the *Star-Spangled Banner*, and somebody gets up and makes a speech. When the tears are running down their eyes, then I have the silver-tongued labor leader tell them what's expected of them. I ask them how they are going to do it and so on, and we get along fine."

In his turn, Higgins has become a distinctly vocal champion of labor's rights. He was criticized by many Southern businessmen for attending the "radical" Southern Conference for Human Welfare in Nashville, in April 1942, where he made a short speech on the rights of Negroes. He has said he would hire Negroes at equal pay up to their percentage of population, which is neither an old nor a new Southern custom. Mrs. Roosevelt, who was there, termed him one of the most enlightened of businessmen. The next issue of *Eureka*, Higgins' house organ, printed a picture of Mrs.

Roosevelt and Higgins on the front cover. "Two friends of labor," reads the caption. When President Roosevelt made his secret swing around the country last fall, his only New Orleans stop was at Higgins' City Park plant. Shortly afterward Higgins was awarded a contract for 1,200 plywood planes. More recently he has declared himself in favor of a fourth term.

Arranging these events in the above sequence, Higgins' critics and enemies see in them the rankest kind of opportunism. Higgins has remarked that if opportunism consists in not breaking your head against a stone wall, why then he probably is opportunistic. This attitude, moreover, does not seem confined to labor. He seems genuinely convinced that businessmen must reconcile themselves either to more government or to accept greater responsibility for maintaining employment. "Anybody who has the luck or duty of administering an organization needing capital and employing large numbers of men had better get a new concept of his responsibility. . . . We can't be ruled by the profit motive. . . . There's too much talk about a balanced budget; what we need is a balanced economy. . . . And the day will come when people will be paid to get an education—and that would be a damn good investment. That last one outdoes Henry Wallace, eh?"

Higgins does not seem to regard communism with unqualified horror. "If everything in this country went *psst*," he remarks, "I bet you I'd be a commissar of some damn thing in 60 days. I'd join 'em. If I work harder and worry more, I'm entitled to a better habitation and I'm going to get it."

Higgins has colossal vision and imagination, and is almost passionately prejudiced in favor of ideas of all kinds. He now employs more than a hundred scientists and engineers, whom he calls "my geniuses," working on everything from water purifiers to helicopters. Even more perhaps than Henry Kaiser, he will take a chance on practically anybody with a plausible idea. His stable includes recent graduates of technical schools, inventors of national repute, and long shots picked up here and there. He quarters most of them in old mansions he bought or leased especially for the purpose.

Though Higgins does not deny the importance of

CONTINUED ON PAGE 105



Newest Higgins craft is this small cargo ship, half the length of a 10,000-ton Liberty ship.



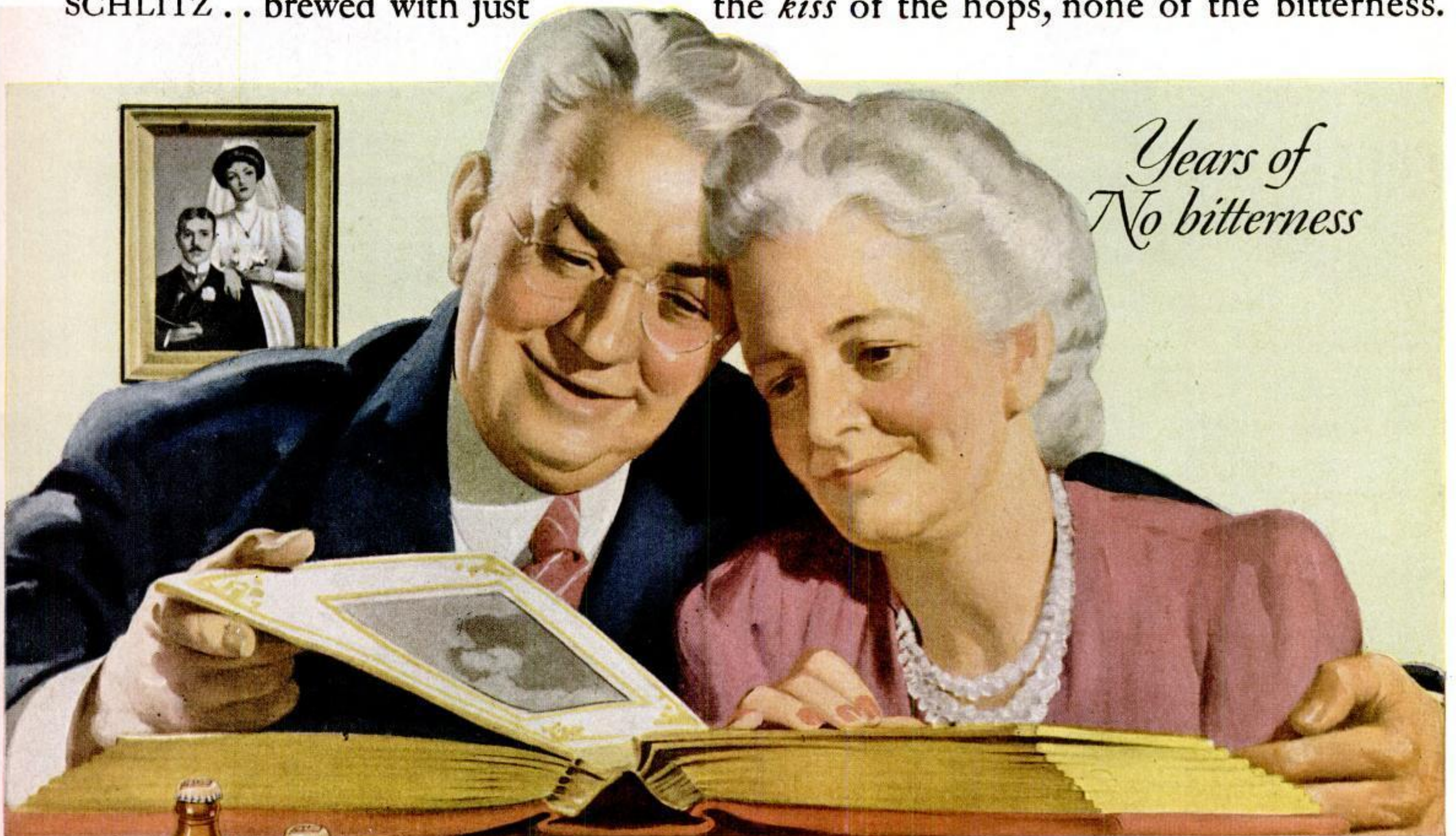
Motor torpedo boat has four torpedo tubes and travels 50 knots.



Tank lighter carries a truck or tank right up to the beach, then drops grating to make ramp.



The fabric of American life is woven of simple familiar things. Home and neighbors—a movie around the corner—a table of bridge or a game of horseshoes. Millions of Americans every day enjoy these simple human things in the pleasant company of a glass of friendly SCHLITZ . . brewed with just the *kiss* of the hops, none of the bitterness.



*Years of  
No bitterness*

*Just the KISS of the hops...*



— all of the delicate hop flavor — none of the bitterness. Once you taste that famous flavor found only in Schlitz, you'll never go back to a bitter brew. Since 1849, America's most distinguished beer.

*In 12-oz. bottles and Quart Guest Bottles. On tap, too!*

Copyright 1943, J. J. Schlitz Brewing Co., Milwaukee, Wis.

THE BEER THAT MADE MILWAUKEE FAMOUS



The U. S. O. is doing a grand job of encouraging our boys to keep in touch with their folks. Give it your support!



# Sweet Music — FOR MOM!

**"HI MOM!"** . . . A sailor speaks into the "mike." The spinning disc records his voice for the folks back home to hear.

"Hi Mom . . . I'm getting along okay!" There is the same familiar lilt as he says, "Hi" . . . the same hesitant way of talking, as he tells of his new adventures.

Then it's over . . . but no . . . Mom will play that precious little record again, again—and again! The sound of his voice . . . his nearness will continue to bring comfort and assurance. It's *her* son talking to *his* mom!

Mom's treasured recording was made possible by the versatile SONORACORDER—a compactly designed recorder-phonograph-radio—all-in-one. A triumph of radio-engineering, pioneered and perfected in the Sonora Laboratories.

One of the oldest names in radio and music, "SONORA" has come to mean "Clear As A Bell" tone reproduction. The achievement of this *tone fidelity* at modest and reasonable prices is SONORA's notable gift to home entertainment.

Some happy day, when the "Home Front" can once more be served, SONORA's enchanting tone-mastery will again be yours to choose and enjoy.

SONORA RADIO & TELEVISION CORPORATION  
325 NORTH HOYNE AVENUE, CHICAGO, ILLINOIS

**Sonora**  
Clear as a Bell



RADIO • PHONOGRAPHS • RADIO-PHONOGRAPHS • RECORDS • RADIO-PHONO-RECORDERS





**Higgins has four sons:** left to right, Roland, Frank, A. J. Jr., Edmond and A. J. Sr. Except for Roland, who is now a lieutenant in Army, all work in the Higgins business.

## HIGGINS (continued)

pure research extending over years, his own taste runs to researching things quickly, taking all possible short-cuts, and thinking about them afterward. He told the Truman Committee that he got young university graduates to "put on hickory shirts and get out in the plant and learn a craft," that he did not have excessive man-hours wasted on drafting boards, and that he sent the white-collar engineers to make fancy drawings after the engineers on the job have built a device. When he wants developments in a hurry, he calls a group into his office, fires questions at them, taunts them with their stupidity, pushes them into arguments, swears at them paternally, and gradually gets them functioning at 200 miles an hour. Of one such session, closing with a solution at 3:30 A.M., Higgins says: "A big concern would think it was a 14-month job. In nine days we had it in an engine in a boat and it was wonderful."

Higgins' geniuses are already responsible for a number of apparently valuable developments. One is a ship-to-shore telephone system. Another is a smoke generator operating independently of a boat's engines, yet capable of laying down a screen several miles long. Another is a 1-hp pump the size of a large grapefruit, yet able to pass almost 200 gallons a minute. Still another is a semiautomatic clutch and reverse-gear mechanism, enabling a boat operator to handle the clutch, reverse gear, spark and throttle by a single lever.

Many people are puzzled by the fact that a man of Higgins' drive and imagination did not amount to more before the war. If he has so much vision, where was it then? Is he one of these entrepreneurs who flourish only in the hothouse of wartime demand?

For one thing, Higgins was doing fairly well before the war, which came along just as he was preparing to branch out in a big way. For another, great rewards do not necessarily breathe on the neck of great merit, especially when that merit is concentrated in certain aptitudes and is accompanied by an almost contumacious independence. Higgins can take advice, but would find it almost impossible to take orders.

The exact outlines of Higgins' romantic life story are somewhat

CONTINUED ON NEXT PAGE



**Higgins' house** on New Orleans' Prytania Street in the Garden District is big, comfortable and unostentatious. He has lived there for nine years, does not want to move.



## 5 Seconds Can Mean Eternity!

When the front suddenly flares into action, protective gun covers have to come off *fast*. They have to fit snugly, too—so that the gun is clean and ready for firing.

That's why, today, millions of Crown Zippers are on the battle line and in training camps—instead of at home serving you. They're on covers for anti-aircraft guns, machine guns, half-tracks; on sleeping bags, aviators' boots and other such equipment.

Because Crown Zippers are *die-cast* and so can be made stronger and more dependable than other types of zippers, they have been given countless war jobs—many of them never before done with zippers. They're being done now — with Crown Zippers.

Crown was the first of the zipper manufacturers to convert completely to war voluntarily. Crown

engineers went into the field with Air Corps, Ordnance and Quartermaster officers charged with seeing that America's armed forces got enough of the best of everything.

Today, Crown Zippers are proving their dependability under all kinds of climate and conditions. Tomorrow, when the last Axis signature has been penned on the terms of surrender and that document is slipped into a Crown Zippered brief case, many of the new and startling uses to which Crown Zippers have been put will be made available to all.

### A War Development

*that shatters all previous concepts of zipper design*

Certain uses for which an amazing new Crown Zipper was designed cannot be told — but it can be mentioned that this new zipper is the greatest improvement ever made in zipper design. It's double acting. It's practically indestructible. It can't lock "open." It goes around corners and curves. It won't be available till after the war. But when you see it, you'll cheer long and loud!

**CROWN  
ZIPPER**



Division of The Spool Cotton Company  
745 Fifth Avenue, New York, N. Y.





When the Maytag folks converted from Washers to War Work, they plunged right in, practically over night—to help end this war quickly! Today they're producing thousands of precision parts for combat planes and tanks. Tomorrow—not too far off, we hope—when victory is ours, Maytag will be making washers again! In the meantime, let your Maytag dealer help you take good care of your present Maytag, with genuine Maytag parts and reliable repair service.

# Maytag

WASHERS IRONERS



## HIGGINS (continued)

fuzzy. But two things seem almost certain: Higgins was interested in boats at a very early age, and he fought at the drop of a hat. Born 57 years ago in Columbus, Neb., he was raised in Omaha, where he says, "there were a lot of rivers and people were always running aground." It was the result of such an environment, Higgins seems to think, that young Higgins built a boat at the age of 12. Part of his house, he recalls, had to be torn down to get the craft out. Higgins says he was thrown out of all the schools in Omaha for fighting and playing hooky. He did manage to finish three years at Creighton University, but left it to go into the lumber business.

In 1906 he went South. For the next dozen or so years he seems to have been too busy with lumber to have much more than a nodding acquaintance with boats. Always the lone wolf, he worked for other men only long enough to learn the business or make a stake. About 1910, at the age of 24, he moved from Mobile to New Orleans to manage a German firm of lumber importers for whom he traveled widely and with whom he soon fell out. Sometime after that he organized his own Higgins Lumber & Export Co., to export Southern pine and cypress and to import Central American, African and Philippine hardwoods. The exporting and importing was done in Higgins-owned schooners and brigantines, which at one time comprised one of the largest sailing fleets in the American registry. To service these ships, and to build tugs and barges to supplement them, he constructed a repair yard in New Orleans.

## The shallow-water boat

At the same time he became interested in small boats again. He had picked up a large timber tract near Natchez at a bargain because it was covered by water too shallow to move logs by any known process of navigation. The solution was a tunnel-stern boat—one whose screw was recessed in a semitunnel in the bottom. It could navigate the shallowest and most difficult water, including weed-choked lakes and streams, without damaging or clogging its propeller. Higgins built one. It worked, but required about twice the normal amount of power because air was sucked into the semitunnel and the propeller did not get a bite of solid water. To understand the phenomenon better, Higgins took a correspondence school course in naval architecture. He built tunnel boats for himself and other lumbermen. Gradually, as tonnage-starved tramp steamers began to muscle into the lumber business, which they had previously passed by, boatbuilding dominated both Higgins and his business.

Higgins' associates insist that he is a perfectionist. There seems no reason to doubt the statement. He became hipped on boats. Trying to make one with a draught of less than an inch, he even put short wings on it. "Do you know," Higgins says, beaming, "the damn thing flew." He solemnly tells reporters this incident generated his interest in aviation.

He also was hipped on good workmanship. One day in 1928 he went out to find out why several recently delivered barges had not proved watertight. He drove down to the yard and sized up his calking crew. Picking out the youngest member, a weak-kneed kid, he pulled him to one side and ferociously demanded to know who was laying down on the job. The kid confessed that a big Irishman in the crew was the culprit. The Irishman was four inches taller

CONTINUED ON PAGE 108



"Hit seems there was an Englishman," Higgins starts off. A born actor, he loves to entertain his dinner guests with long, hilarious stories involving people with accents.





Sometimes it takes an emergency to open our eyes to more efficient ways of living. Last winter, for instance, we barely scraped through on our furnace fuel. (Not complaining, mind you.) But on comparing notes with some of our neighbors, we discovered they were able to keep their homes a lot warmer than we did. And on less fuel at that! The secret, we found, was in having a much more efficient home to heat, made possible through Storm Sash, double glass insulation. Believe me, we're not napping this year. We've just settled our heating problem by ordering Storm Sash for the entire house."

● Authentic surveys reveal the average home uses twice as much fuel during cold weather months as it should... because it lets heat escape unchecked.

Millions of homes will face critical heating problems this coming winter. Fortunately, it is possible to keep comfortably warm and get along on substantially less fuel by plugging the leaks that drain the heat in your home.

First and foremost, look to your windows and doors. By installing Storm Sash—double glass insulation—you can save up to 30 per cent of your fuel. The actual amount you save, of course, depends upon where you live, and the type of house in which you live. In any case, your savings from Window Conditioning will be substantial. This is backed by the experience of hundreds of thousands of families who have installed Storm Sash.

It's not only practical, it's the patriotic thing to do. For by

installing Storm Sash and Doors you not only conserve fuel and transportation vitally needed in winning the war, but you also keep warmer and enjoy savings that you can put to work in War Bonds, for both you and Uncle Sam.

ORDER STORM SASH THIS MONTH. In a few months dealers will be flooded with Storm Sash orders. Foresight in ordering now, may save you weeks of waiting later on.

Libbey-Owens-Ford does not make Storm Sash—double glass insulation. But it does make the high-quality, clear-vision window glass so essential to good Storm Sash. For greatest satisfaction, be sure your Storm Sash is glazed with genuine L·O·F Glass. Your Lumber or Storm Sash Dealer will be glad to give you an estimate and take your order for delivery when you need it. See him today. Libbey-Owens-Ford Glass Company, 6383 Nicholas Bldg., Toledo 3, Ohio.



**LIBBEY·OWENS·FORD** *a Great Name in* **GLASS**



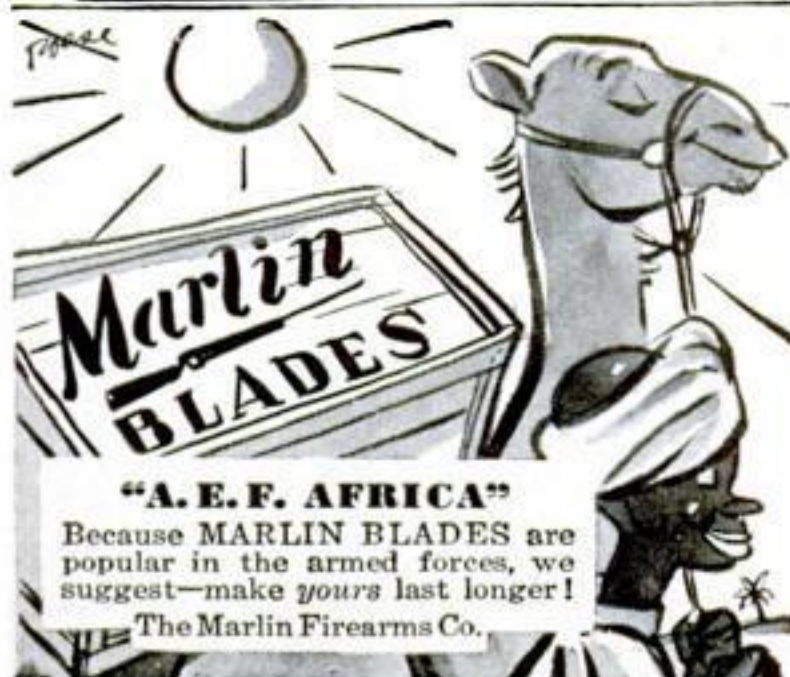
U-ALL-NO  
*Richardson's*  
AFTER DINNER  
MINT



***"Grin and spread it thin!"***

**UNDERWOOD**

After the war you'll again enjoy Underwood Clams, Chowders, Soups, Sardines, Puddings and Pâtéfoie.

**HIGGINS** (continued)

By 1930 Higgins was selling boats to lumbermen, fur farmers, bootleggers, Coast Guard men, and oil companies operating in the shallow bayous of the Louisiana Gulf Coast. The next year one of his boats, the *Dixie Greyhound*, broke the record for the 1,150 miles from New Orleans to St. Louis, making the trip in 72 hours.

He spent the next several years in building and improving boats. He made an improved model with a stern tunnel and called it the Wonder Boat. He fitted it with a rounded bow, better known to naval architects as a "pram" bow, and greatly increased its capacity to absorb shocks. Finally, about 1936, he either thought up or stumbled upon the design principle that made the tunnel-stern boat as fast as any other. One story says that Higgins was inspired by the belly contour of the sulfur-bottom (or blue) whale; another is that a workman accidentally disturbed a pattern and thus malformed the bottom, and that Higgins went ahead and built the boat on hunch. In any event, he incorporated a reverse curve on the bottom aft of amidships. The midships section itself he built in the shape of a V. This combination shot out the aerated water from the sides of the boat and left solid water in the semitunnel. Not only was speed practically doubled, but the solid water acted as a kind of rail, enabling the boat to be turned safely almost in its own length. So Higgins now had a shallow-water boat as fast and considerably more maneuverable than an ordinary boat. It could also jump spits, sand bars and logs, could rush up on a beach and, with only part of the propeller in water, back off and turn around before the next big wave broke.

Higgins wanted to name it *Eureka*. The patent office objected on grounds that geographical names cannot be used as a trade mark, and two dozen or more U. S. towns are named Eureka. Undaunted as usual, Higgins got his agents abroad to write to the State Department and complain that international trade depended upon the continued use of the name Eureka. The patent came through.

The market for stanch Eureka-type boats, unlike that of many better-looking but less durable speed boats, was not concentrated more or less among the wealthy and semiwealthy. Oil companies bought them for exploration trips, and found them so good they sent them all over the world. The Department of Interior and the Coast Guard ordered them enthusiastically. The Biological Survey asked Higgins to build a boat that would travel 20 miles an hour in 9 inches of water. "What do you think I am, a magician?" asked


**FEEL RADIANTLY  
ALIVE!** Today—get the pep and sparkle that come from being wide-awake internally. It's easy! Take a dash of crisp, good-tasting Eno in a glass of water whenever you "overdo"—eat, drink, smoke unwisely. Helps overcome ordinary sluggishness, acid indigestion! Try 30¢ size—all druggists.

**ENO**

ENJOY LIFE WITH

... THE REALLY PLEASANT SALINE

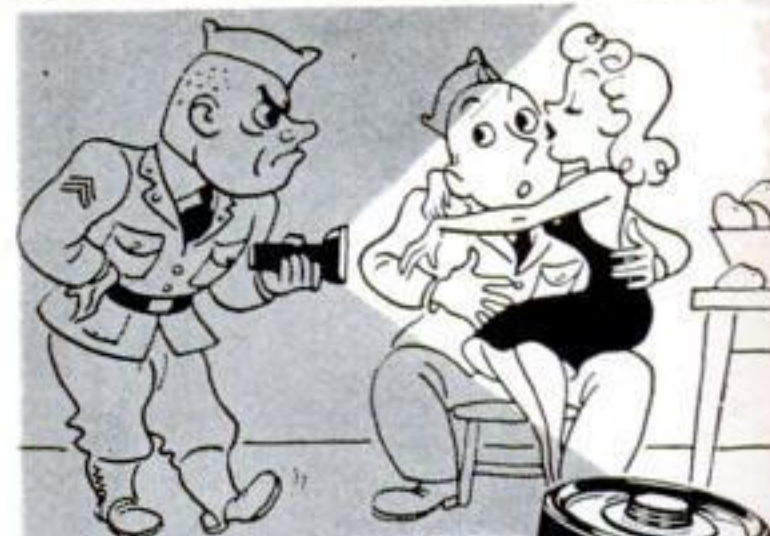
FIRST THING IN THE MORNING  
WHEN NEEDED

A circular logo with the text "FIRST THING IN THE MORNING" at the top and "WHEN NEEDED" at the bottom. Inside the circle, there is an illustration of a hand holding a small bottle labeled "ENO" and pouring its contents into a tall glass filled with water and bubbles. The background of the entire advertisement features a repeating pattern of the words "ENO • ENO • ENO • ENO • ENO" in a stylized font.

# SAVE THOSE SHOE COUPONS



AT LEADING SHOE REBUILDERS EVERYWHERE



He was assigned to do KP  
This most romantic guy  
It looks as tho he thought KP  
Stood for Kutie Pie



You can't buy them as before  
When it's over there'll be more

**stop Scratching** *It May Cause Infection*

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D. D. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35¢ trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION**.



# Hires

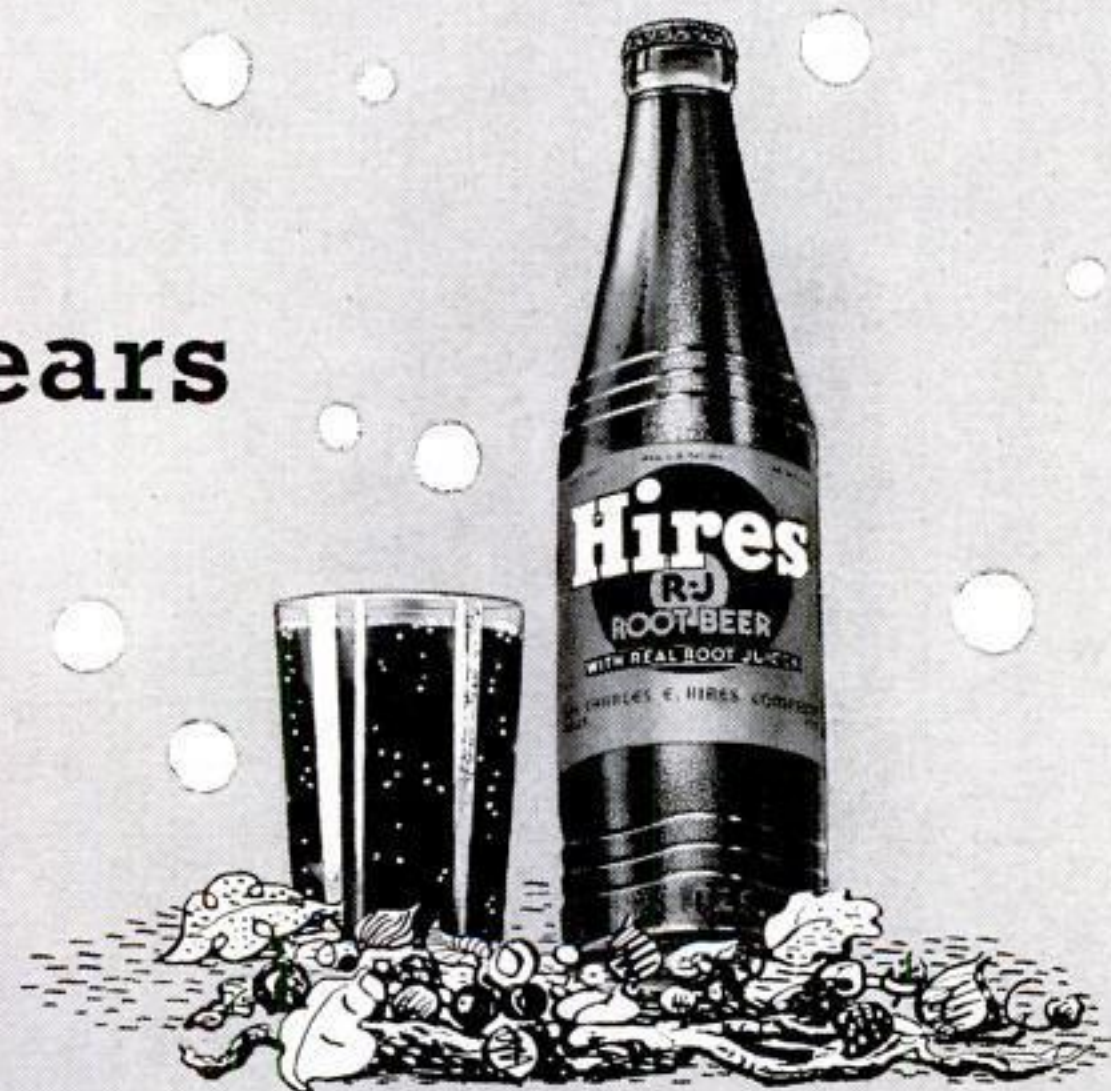
R-J  
ROOT BEER

WITH REAL ROOT JUICES

REG. U.S. PAT. OFF.

Its pleasing flavor and  
refreshing tang have made  
**HIRES** a family  
favorite for  
seventy-four years

FOUNDED 1869





No finer  
fit at  
any price



BESTFORM BRASSIERES

79¢

BESTFORM FOUNDATIONS  
\$2.50 to \$6.50

**BESTFORM**

*means "best form"*

## NICE WOMEN DO COLOR THEIR HAIR

*They rely on Clairol to get rid of every trace  
of gray hair . . . swiftly, secretly, beautifully!*

Remember when rouge spelled "hussy," when lipstick meant "brazen," when nail polish branded you "common"?

You may laugh at the thought, but you wouldn't have liked those artificial-looking cosmetics either! It took science to perfect modern make-up . . . just as it took science to develop a modern method of hair beautification through color. It's the Clairol method—the one method that colors gray hair with refined tones so true and transparent they rival Nature's own!

Hundreds of thousands have discovered this dignified way to conceal drab, unattractive gray hair . . . "naturally, with Clairol," the original shampoo tint.

Why don't you?

**CLAIROL IS QUICK**—It cleanses, conditions, and permanently colors every trace of gray hair, in one simple application. Takes little longer than ordinary shampoos.

**CLAIROL IS DEPENDABLE**—Each of Clairol's 23 natural-looking shades is laboratory-controlled, produced under the supervision of skilled specialists. Clairol shades are uniform, always assuring a perfect match. The right color for you is among them.



COPYRIGHT 1943, CLAIROL, INC.



**CLAIROL KEEPS YOUR SECRET**—because it completely avoids that "tattletale," brassy, ugly look of old-fashioned dyes. NO OTHER PRODUCT gives such natural-looking results.

Refuse substitutes that can't give you Clairol's beautiful results. Better Beauty Shops feature genuine Clairol. A Clairol treatment costs you no more!

**FREE** . . . "11 Secrets for Beautiful Hair." This booklet tells you how to give your hair radiant beauty . . . scientifically. Just write:

CLAIROL, INC., DEPT. L-11, P. O. BOX 1455  
STAMFORD, CONN.

Caution: Use only as directed on the label

## HIGGINS (continued)

Higgins. But he couldn't resist the challenge, and today he shows people moving pictures of such a boat speeding between two men standing in water that hardly covers their ankles, or skimming over vegetation so dense a man can almost walk on it.

Typically, Higgins began to think of applications that more cautious men might have smiled at. He reasoned that his shallow-water boats were making docks and harbor terminals obsolete, and envisioned giant Higgins-type boats setting out and picking up cargo at any inlet along a coast. But he decided his best immediate bet lay in promoting small Higgins boats for river transportation in countries whose other facilities were undeveloped. He approached backward nations all over the world, particularly in Asia and South America, with plans for Higgins' transportation systems employing Higgins-type boats in both passenger and freight service. In some cases he proposed amphibians for freight, but generally he suggested Higgins lighters to ferry loaded trucks up- and downstream.

The war temporarily suspended the installation of such projects, but it more than compensated for their loss by creating a need for landing boats, for which the Eureka principle was perfection itself. Higgins was selling them abroad, along with PT boats, as early as 1937. He likes to point out that it took the British three days to evacuate 300,000 troops from Dunkirk with 600 small private boats frantically assembled for the occasion. With the same number of Higgins landing boats, the company says, the job could have been done in 15 hours.

However obvious the merits of his boats, Higgins drummed them up as if he had to sell them to a completely skeptical world. He was confident that the nation would need more of them than anyone thought likely, and he did the nation what he regarded as a favor by erecting boat factories faster than he got boat orders. "All these plants," he informed the Truman Committee, "were built at our own expense without request and in some cases against the wish of the Government department." His critics regard this as an example of the man's deplorable audacity—of how he practically forced his boats on the Navy. This viewpoint must be tempered by the fact



HIGGINS PLAYS POOL WITH SON FRANK. LOOKING ON ARE MRS. HIGGINS SR.



that the U. S. is lucky he did. Journeying to Washington for orders, he told the Navy's Bureau of Ships that its own tank lighter design was bad. "This boat stinks—A. J. H.," he wrote across the blueprints. There followed a long series of "negotiations." The Navy's Bureau of Ships tried to push its own design, and Higgins looked all concerned in the eye and told them off. The eventual outcome was very embarrassing to the Bureau. It finally had to accept Higgins' designs as basic for all landing boats and lighters, and was severely criticized for its stalling by the Truman Committee.

Shortly after this victory, Higgins got a \$385,000,000 contract for 200 or more Liberty ships, the largest order ever placed by the Maritime Commission. He aimed to build them on a revolutionary production line modeled after his boat assembly line. He said he would complete a ship in five days, against 150 days or so in ordinary shipyards, and would reduce man-hours to less than 300,000, against 500,000 or more in most yards. He planned to construct them at the rate of more than 300 a year. "This thing has been most carefully engineered," he remarked about his production system. "It is so sensitive that if a moving-picture actress walks through the plant, production drops down." He insisted his man-hour estimates were modest. "Suppose we are just wasteful," he said sarcastically, "we have a lot of political friends; we want to put a few stooges on the payroll; so we will say, in round figures, 300,000 man-hours."

Last summer, a few months after it was awarded, the contract was canceled. The Maritime Commission said there was not enough steel. Shocked but not stunned, Higgins raised more hell than he probably ever had before. He denounced the cancellation as having been inspired by Eastern capitalists who feared his postwar competition. He denounced the Maritime Commission, collectively and individually, in terms unprintable. He denounced the District of Columbia as the District of Confusion, and the New Orleans Association of Commerce, which unlike the A.F.L. did not go to bat for him, as the Assassination of Commerce. He said the most critical shortage in Washington was in common sense. He succeeded in starting several investigations, including one by the Truman Committee, which perhaps significantly has refrained from publishing its findings.

CONTINUED ON NEXT PAGE



(LEFT), SON ROLAND, DAUGHTER DAWN, GRANDDAUGHTER GALE, SON A. J. JR.



**Should she go home  
with the man  
who brought her?**

*It's **Etiquet***—even though you meet the "one and only"—to return to your home with the man who brought you. It's *etiquet*, too, to keep yourself sweet and dainty. Before your dates, use *Etiquet*—the new antiseptic deodorant cream that stops under-arm perspiration and odor one to three days. More effective! \* Works 5 ways!

*It's **Etiquet** that stops  
under-arm perspiration 1 to 3 days*

- **SAFELY STOPS** under-arm perspiration 1 to 3 days. No moisture stains on dresses.
- **SAFELY STOPS** under-arm perspiration odor 1 to 3 days. 24% more effective than other deodorant creams tested.\*
- **SAVES CLOTHES.** Prevents clothes-stains, clothes-rot due to under-arm perspiration.
- **ANTISEPTIC.** Pure. Soothing. Not irritating to normal skin. Safe to use every day.
- **WORKS FAST.** Disappears from sight. Not greasy, not sticky. No need to rinse off. Dab on ... dress ... dash!

LOOK FOR THE BLUE PLAID JAR AT  
TOILET-GOODS COUNTERS. 10¢, 39¢. PLUS TAX.

Copyright, 1943, by Lehn & Fink Products Corp., Bloomfield, N.J.

Buy War Bonds and Stamps!

**Etiquet**

THE ANTISEPTIC DEODORANT CREAM



\*BIKE TESTS  
prove *Etiquet*  
over 24%  
more effective  
against under-  
arm perspiration  
odor than other  
deodorant  
creams tested.  
Details sent  
upon request.



Guaranteed by  
Good Housekeeping  
if defective or  
not as advertised thereon





## A Pledge to Every Fighting Man from Every **RONSON** Plant

**T**ODAY, RONSON plants in New Jersey, Pennsylvania, Canada and England are turning out matériel vital to the war effort. They are also making the world-famous RONSON Lighter. While your dealer may still have a few RONSONS in stock, every one now being made must, by government decree, go to the armed forces.

RONSONS are acting as guiding beacons for men lost in the jungle—as rescue flares for those adrift on the seas—as light-ups for those all-important smokes. RONSONS are truly “in the service” the world over—vital equipment for our fighting men.

**OUR PLEDGE . . .** To our fighting men, the RONSON plants pledge the continued speedy production of their war output . . . on schedule and with the craftsmanship, dependability and perfection long associated with the name RONSON.

**IMPORTANT—**Don't blame your dealer if he has no RONSONS left. They'll be back with Victory. In the meantime, keep your present lighter (any make) in good working order by using RONSON 'Flints', Wicks and RONSONOL (Fuel). If your RONSON (pocket or table model) needs attention, for servicing at minimum cost, send it to RONSON, Service Department, Newark 2, N. J.

# RONSON

WORLD'S GREATEST LIGHTER

PRESS—IT'S LIT! RELEASE—IT'S OUT!

BUY U. S. WAR BONDS—WORLD'S GREATEST INVESTMENT!

## HIGGINS (continued)

Official Washington agreed something had to be done. “I want to see Mr. Higgins brought into the war effort in a big way,” said Donald Nelson. After President Roosevelt visited his plant last fall, Roosevelt ordered something to be done. Higgins had been planning for a long while to get into aircraft, and numbered among his geniuses experts like Harry Atwood, who has developed a new woven plywood for him. He also numbers among his geniuses Giuseppe Bellanca (aircraft) and Eneas Bossi (helicopter). After a hard fight with the plywood industry, the War Production Board had allowed him to build his own plywood factory in New Orleans. So the Army, which had considered Henry Kaiser for the job, awarded a contract for 1,200 Curtiss C-76 (Caravan) plywood cargo planes to Higgins. He formed a new corporation, Higgins Aircraft Corp., which operates a Government-owned plant now being erected at Michoud, a few miles northeast of town on the site of the proposed Liberty shipyard. Since it is about 5 feet higher than New Orleans proper, Higgins calls it Higgins Heights. The plant will be run jointly by Colonel John Jouett, ex-president of the Aeronautical Chamber of Commerce, and Higgins' son Frank. Last week the Army cancelled the C-76 contract but gave Higgins another equivalent contract for all-metal C-46 (Commando) planes. So Higgins feels better about having lost the Liberty ship contract. “Some companies carry all their eggs in one basket,” he has remarked. “I certainly wouldn't want a Liberty ship for the basket after the war.”

Higgins plans to carry his eggs in a good many baskets. “The sad state of war has made it my duty to build,” he says, almost as if he had done it reluctantly. “It is my obligation and particular pleasure to see that these vast plants do not become barracks for bats after the war.” He plans, of course, to sell hundreds of boats abroad, in connection with his Higgins' transportation systems. He is even now negotiating a corporation to be owned jointly by Higgins Industries Inc. and the Chinese Government. It would help supply China during the war, and develop her waterways after the war.

Higgins also talks of prefabricated houses, furniture, helicopters, engines, packaged power, flying-wing-type planes and apparently almost anything that occurs to him. He thinks we not only should build a new system of highways, but should give our railroads away and construct a complete network on a wider gauge. Aside from a dominant interest in planes, he is indiscriminately enthusiastic. “I'm in the market for ideas,” he says. “Everything I do is of a permanent nature.”

In April 1942 a reporter from the Miami News journeyed up to New Orleans and sent back a breathless account of what he had heard and seen at Higgins Industries Inc. “Why can't Miami do it too?” asked the News indignantly. The next issue of Eureka reprinted the piece, recommending it to readers, and parenthetically answered the News's question. “There are duplicates of motor boats and ships,” it said, “but there are no duplicates of Andrew Jackson Higgins. When God made him, he threw the mold away.” To which proposition both Higgins' partisans and detractors would doubtless exclaim, “Praise the Lord.”



Higgins the instructor talks to sailors taking his two-week course in operation and servicing of amphibious craft. As patriotic, good-will gesture, Higgins gives course free to men selected from the Fleet, tops it off with a big free dinner at Hotel Roosevelt.



# TUBERCULOSIS—

## A DANGEROUS SABOTEUR IN 1918



### *But a Shackled Enemy Today—*

THANKS TO THE VIGILANCE OF PUBLIC HEALTH OFFICIALS

IN 1918, "T B" was an active enemy agent, taking a stealthy toll of America's war potential. Crowded living conditions around busy war production centers, together with extraordinary demands upon the energies of war workers, helped swell the tuberculosis death rate.

Today we have wartime congestion on an even vaster scale than in 1918—America's war machine whirls at a tempo undreamed of a generation ago—but mortality from "T B" is a *third* of the 1918 rate!

Vigilant public health officers have helped greatly to bring about this change. Diligent case finding—chest X-ray examinations—continuous education to help people recognize "T B" early—combating malnutrition—improvement of sanitary conditions—safeguarding distribution and handling of foods—tuberculin-testing of cattle and pasteurization of milk—these measures have done much to check dread "T B".

In the present emergency, this activity of your public health officer makes him truly a key man in national defense. Give him your support—today more than ever, health is a priceless national asset.

To help prevent the spread of communicable disease, many health authorities now require—and many public spirited dairies provide—sealed protection of the pouring top of the milk bottle. Perhaps your dairy now uses the Sealright Sanitary Hood—a sterile-clean, tamper-proof paper closure which safeguards against contamination between the dairy and your table.



The S. S. S. insignia on the side pleats of the hood is the mark of Sealright Sanitary Service, which is also imprinted in the form of this emblem on Sealright containers.

# Sealright

**SANITARY PAPER  
MILK BOTTLE HOODS**

SEALRIGHT CO., INC., FULTON, N. Y. • KANSAS CITY, KANSAS  
SEALRIGHT PACIFIC, LTD., LOS ANGELES

★ BUY U. S. WAR BONDS AND STAMPS ★









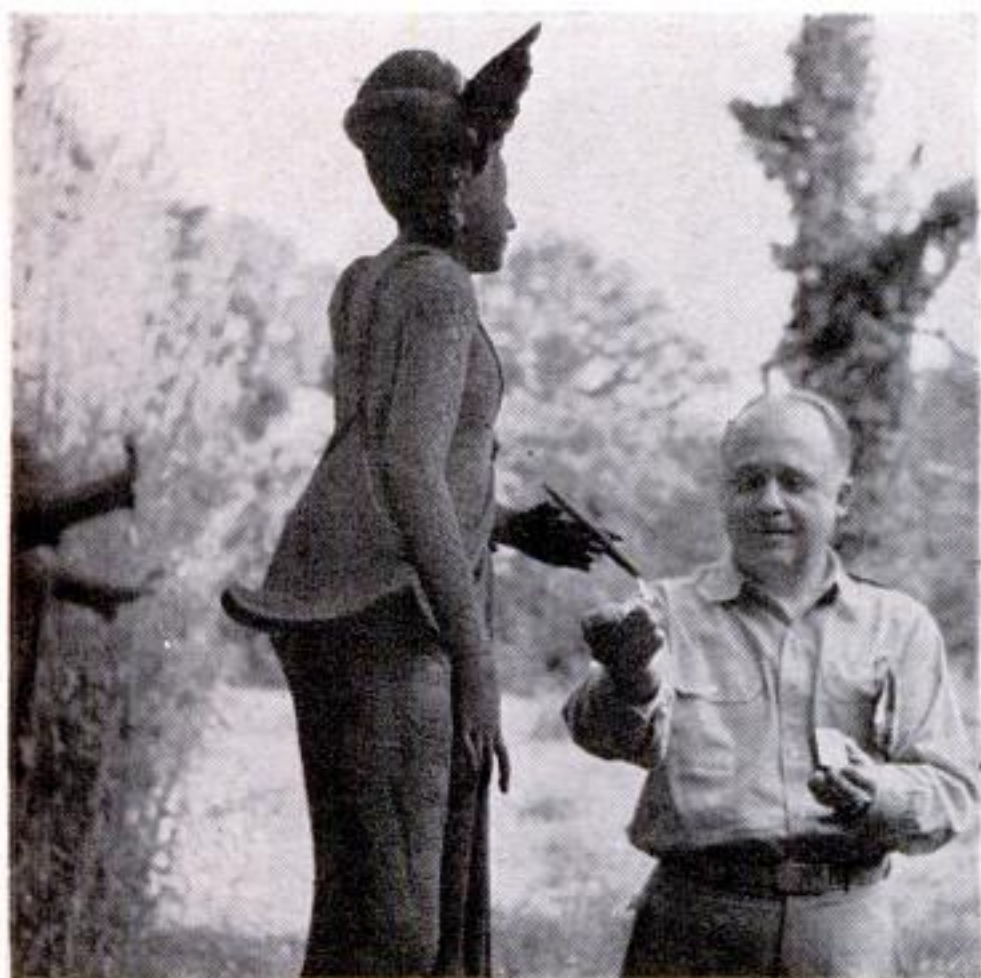
BICYCLE PARTY LEAVES "FLAKHOUSE" (NICKNAMED BY AIRMEN) FOR PICNIC IN THE WOODS. JEEPS WILL FOLLOW WITH FOOD AND BEER, CUSHIONS AND BASEBALL EQUIPMENT

## *Life Visits Air Force Rest Home*

U. S. fliers relax at British estate

The young people on these pages seem to be having an extraordinarily lazy, carefree time. They have earned it. They are officers of the U. S. Army's 8th Air Force who, during a week at one of the English rest homes maintained by the Service Command, try to forget enough of the strain and horror of bombing missions over the Continent to go out and do it again. Each has 20 missions to his credit. Lieut. Max Judas of Elgin, Ill. (right, opposite) was reported missing on first raid after he left the home. These

pictures were taken by LIFE Photographer David Scherman at Stanbridge Earls, 1,000-year-old manor house owned by Walter Hutchinson, wealthy British publisher, who lives with his wife in a trailer on the estate. As for their guests, they are awakened at 8:30 each morning by a butler bearing a cup of tea. After breakfast they may sit in the sun and read, play croquet or tennis, fish or skeet-shoot, or go bicycling with Red Cross hostesses. All of these men have the Air Medal, three have the D.F.C., one the Silver Star.



Burmese maiden gets a light from Colonel Harold Smith of New York. The former owner imported Burmese pieces.



Dinnertime is only full-dress occasion, when air medals and decorations appear. Diners are fined for talking shop.



Kay Dean, Red Cross hostess, of Hartford and Lieut. Royal Furman, adjutant, get set for evening croquet game.





## How Nescafé conserves coffee

Each pound of coffee used in the manufacture of Nescafé produces at least 20 more cups of the same strength than is produced by ordinary household methods. Here is why:

1. Nestlé's process extracts *all the good* from the coffee beans.
2. Nescafé's added carbohydrates "seal in" the flavor and aroma.
3. No waste! You make the exact amount you need.

Almost all of today's Nescafé goes to our armed forces; but whether used on the home front or the fighting front... it makes precious coffee go much further.

A Nestlé product, composed of equal parts of skillfully brewed soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

SAY IT WITH WAR BONDS



NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A.



## RENOWNED FOR QUALITY FOR NEARLY A CENTURY

Choose beautiful Art-Carved Rings, fine in design, set with selected diamonds. Created by Wood, maker of quality rings for nearly a hundred years... and featured at leading jewelers... Send for your copies of "The Bride's Silent Secretary" and "Diamond Ring Guide."



THE SYMBOL OF QUALITY — 1850-1943

J. R. WOOD & SONS, Inc.  
216 E. 45th Street, New York City  
Manufacturers and Diamond Importers

Buy War Bonds... Keep Them!

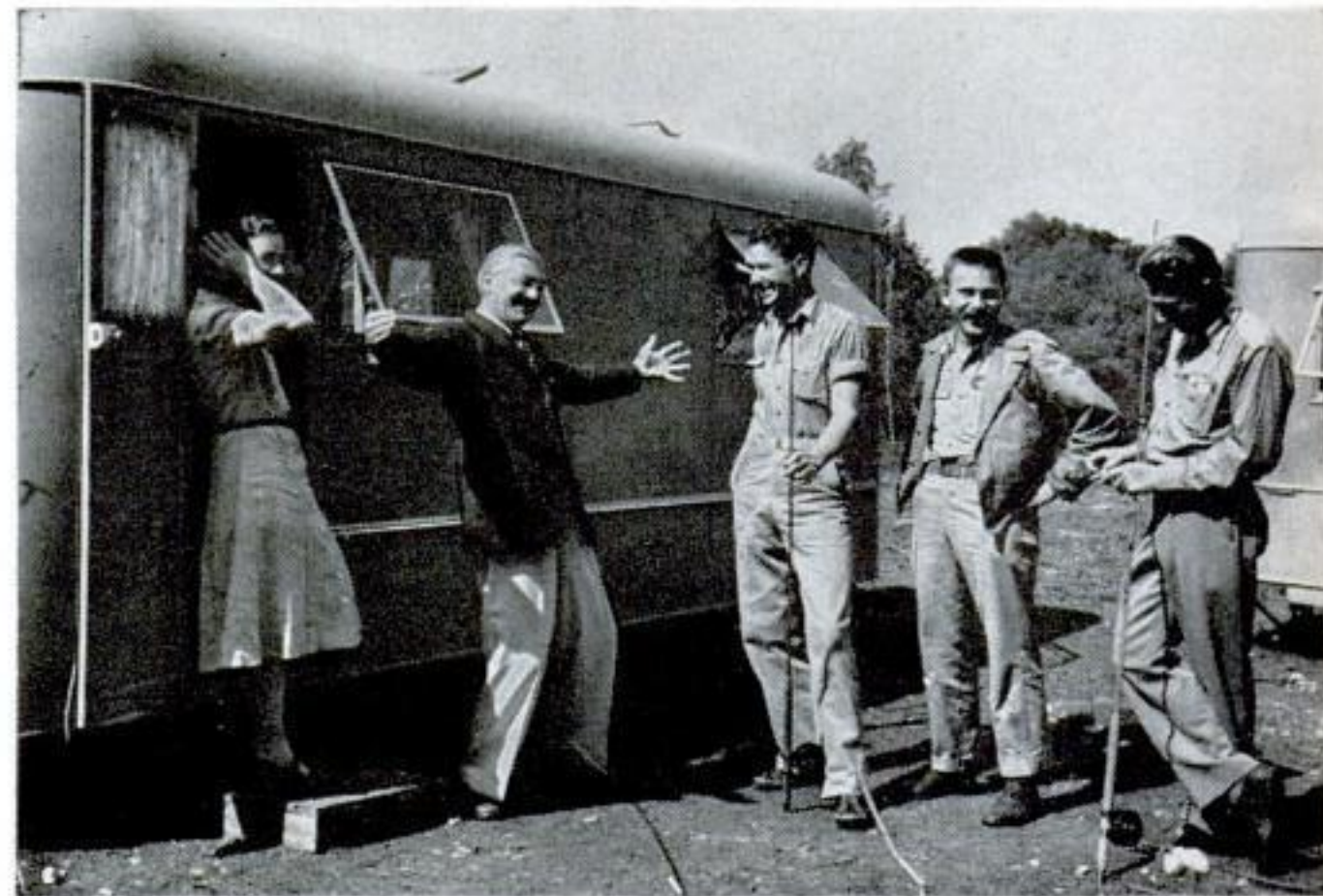
## Air Force Rest Home (continued)



River Test (Izaak Walton) is well stocked. Anglers are Lieut. Ed Brodnax, Batrop, La.; Captain Jim Bullock, Greensboro, N. C. and Lieut. Jim Baird, Suring, Wis.

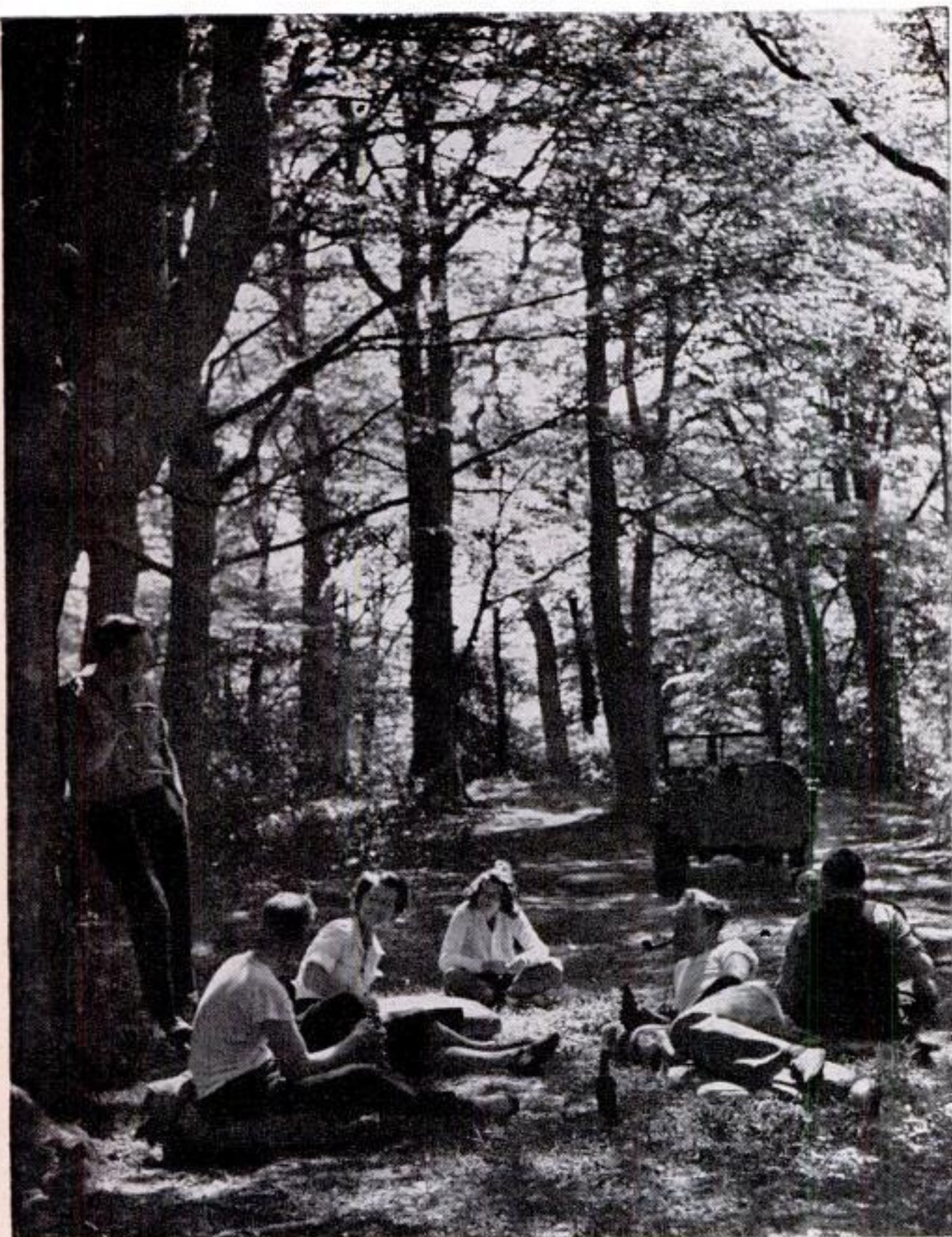


Local pub is The Sir John Barleycorn, where picnickers stop for bitters. Many of the men are sole survivors of their squadron, have seen closest friends shot down.



Publisher Hutchinson (left) has the boys stop at trailer for drinks. He published British *Mein Kampf*, turned royalties over to the Red Cross and St. John's Fund.





Picnickers relax after lunch of sandwiches, cakes, beer, beans, pickles, cheese and chocolate. In this forest King William Rufus was shot in hunting accident in 1100.



Lieut. Judas celebrated 23rd birthday at the home. Here Lieut. Brodnax gives him 23 whacks. Said "Judy": "I don't know who you're gonna pick on when I leave."

# For Distinguished Service

TO YOUR COUNTRY—BUY U. S. WAR BONDS

## HONOURS OF The Scots Guards

(Lt. Colonel Full Dress)

Namur, 1695—Talavera—Waterloo—Egypt, 1882—Modder River—South Africa, 1899, 1902—Marne, 1914—Aisne, 1914—Ypres, 1914-17

## HONOURS OF DEWAR'S "White Label"



Award of the World's Columbian Exposition, Chicago, 1892... one of more than 60 medals honouring Dewar's White Label for Excellence in Scotch Whisky.



**R**OUND the world and back again, Dewar's has won over sixty medals for excellence in Scotch Whisky. Today, Dewar's is proving it is well worthy of these citations. For today—as always—there is no meddling with the superb quality of the Medal Scotch of the World.

White Label 8 years old

Victoria Vat 12 years old  
also known as Ne Plus Ultra



FULL-COLOR REPRINTS SUITABLE FOR FRAMING. Six 9x12 full color prints of officers, Edition No. 5, without advertising, sent upon receipt of 25¢. Schenley Import Corp., 350 Fifth Ave., New York, 1, N. Y., Dept. L.

COMMAND DEWAR'S... AND BE

"AT EASE"

# Dewar's "White Label" and "Victoria Vat"

THE MEDAL SCOTCH OF THE WORLD



Both 86.8 Proof • BLENDED SCOTCH WHISKY. Copr. 1943, Schenley Import Corp., N. Y.



*Ah-h-h!...that wonderful BRIGGS!*

**Steal home** tonight with the secret of pipe-bliss in your pocket—a package of Briggs tobacco. Let the old briar give you a new thrill with Briggs' gloriously rich flavor, its tongue-caressing mildness, its heavenly fragrance. That's the result of Briggs being cask-mellowed for years—longer than many costly blends... and man!—it's worth waiting for! Better buy that Briggs right now!

**BRIGGS PIPE MIXTURE**  
VICTORY PRODUCT  
"WHEN A FELLER NEEDS A FRIEND"

The Smoke with a Smile

PRODUCT OF P. LORILLARD COMPANY

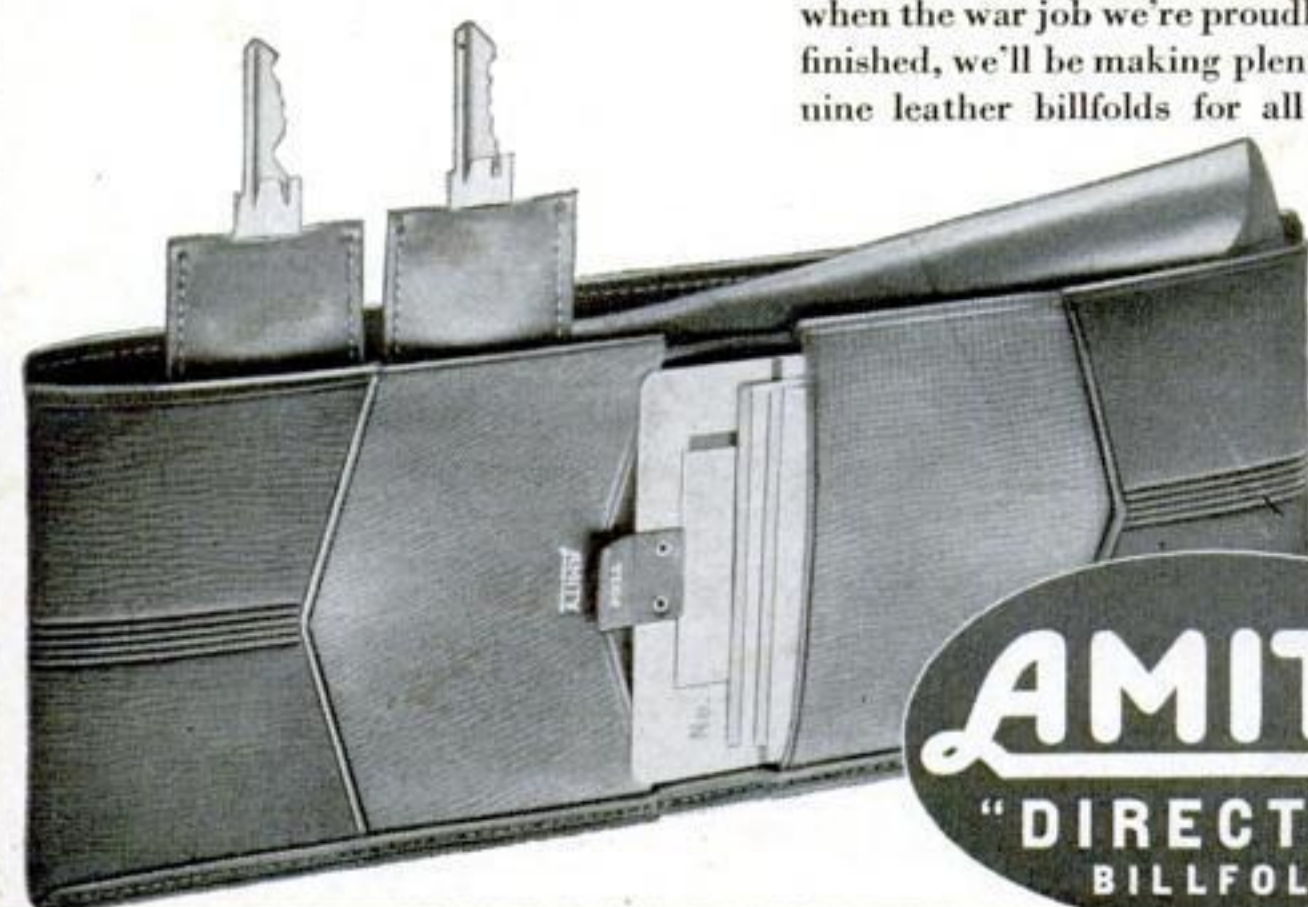


## Know What it Costs to "GET A ZERO"?

Zeros are expensive. To "get" them takes priceless courage, heroism and skill—plus the finest fighting planes America can build. Those Zero-erasing planes are built with War Bond dollars... a good reason for investing in plenty of War Bonds right now. After Victory, you'll be glad you did... you'll be getting back \$25.00 for every \$18.75 you lent your Country!

Shown here is the famous 8-feature Amity "Director" Billfold which is preferred by so many men in all walks of

life. If your dealer doesn't have a "Director" the first time you ask for it, he may have it next time. Some day, when the war job we're proudly doing is finished, we'll be making plenty of genuine leather billfolds for all America!



**AMITY**  
"DIRECTOR"  
BILLFOLD

AMITY LEATHER PRODUCTS CO., WEST BEND, WISCONSIN

## PICTURES TO THE EDITORS

### CORNERED GREMLIN

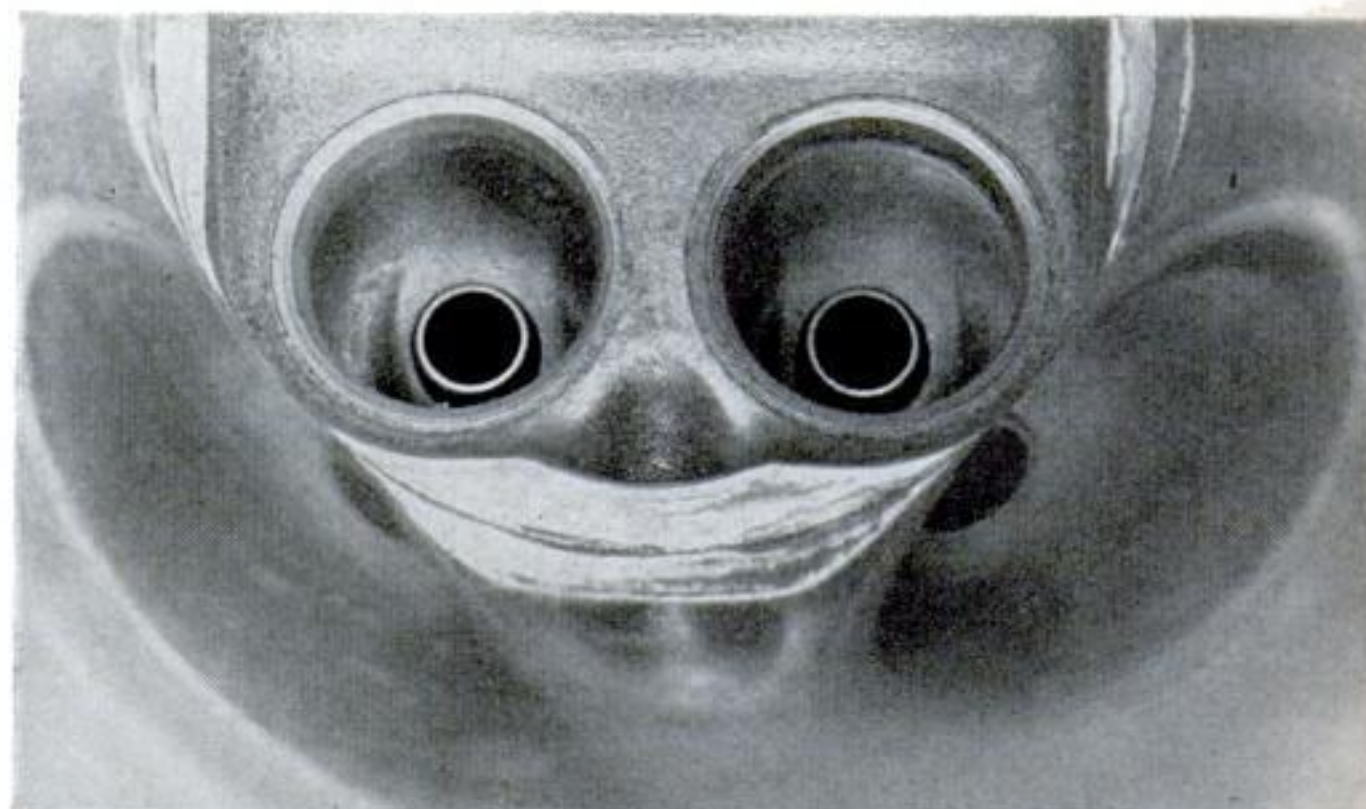
Sirs:

You have used sketches and models to illustrate your articles on gremlins so I assume that this is the first actual photograph ever taken of one. I cornered him in the cylinder head of an Allison engine.

Our engineers, unimaginative fellows, see the eyes only as valve ports, the ears as reflections of the ports on the shiny cylinder wall, and the mouth as the flare of a flash bulb. It takes a photographer to see gremlins.

DOUG WHITE

Lockheed Aircraft Corp.  
Burbank, Calif.



### FOSSIL COAT HANGER

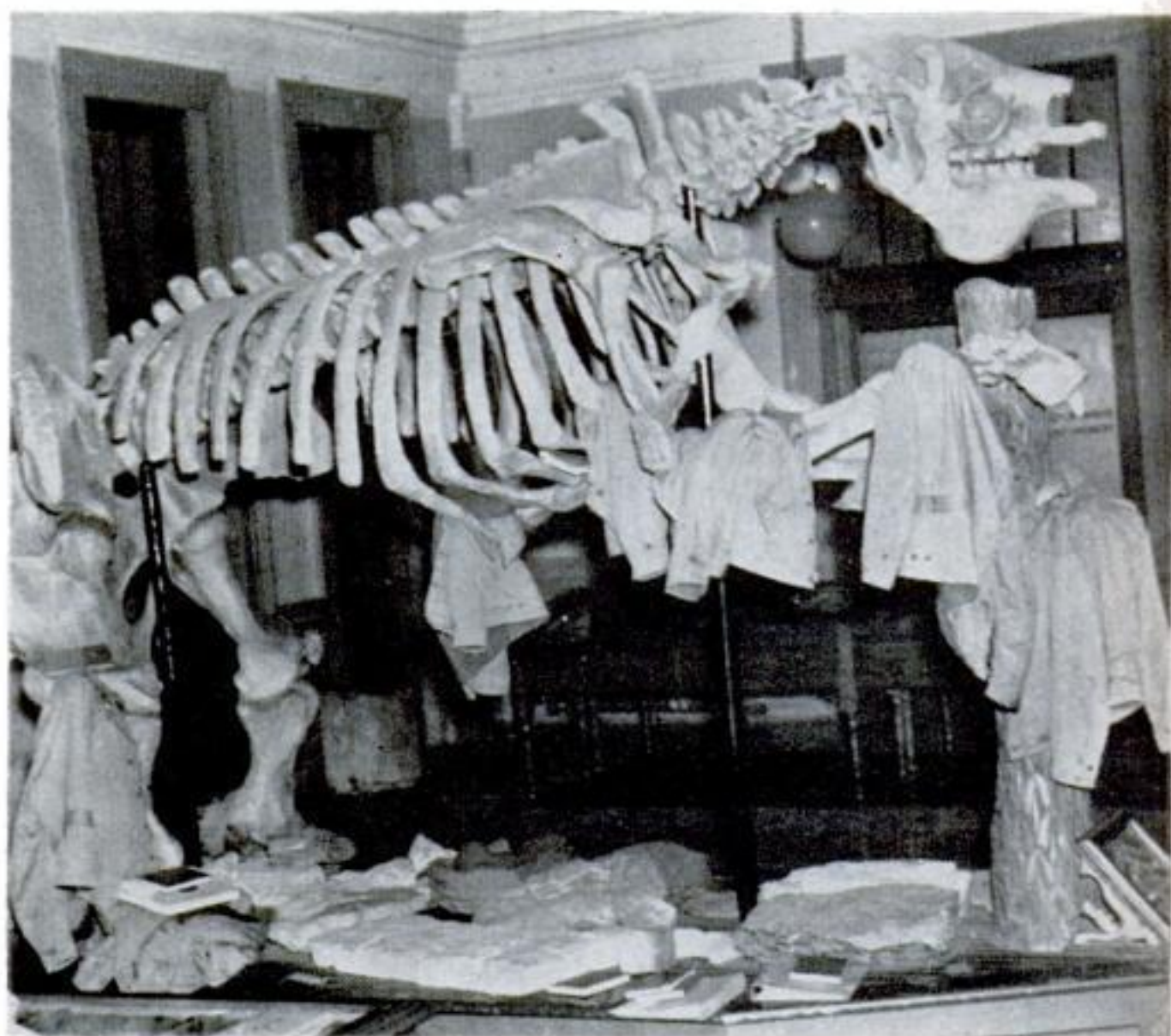
Sirs:

Army airmen studying at Syracuse University are too busy to spend much time thinking about college proprieties these

days. Here they use the skeleton of a fossil in Lyman Hall for a coat rack.

FLORENCE FEILER

Syracuse University  
Syracuse, N. Y.



### SUN SHINER

Sirs:

Sometimes shadows cast by the sun play strange tricks on billboard art. In this picture the round shadow of a light

shade on a billboard outside Alhambra, Calif. gives a pretty female war worker a perfect black eye.

DARRELL DOWNS

Alhambra, Calif.



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Dissolves rust and scale quickly, safely. Requires no reverse flushing. It stops overheating. Increases engine efficiency, also saves gas and oil.

**DU PONT**  
Cooling System  
**CLEANSER**



FOR MEN WHO REALLY KNOW PIPES

*Royalton*

The Pipe that Becomes  
Part of a Man's Life...

Pipes are like friends. Some are merely casual. Only a rare few can win you completely, become worthy of your constant preference... Royalton, you will discover, is just that kind of pipe.

Wherever Better  
Pipes are Sold

Royalton  
Silver Crown  
Choice Grains \$5

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**CAT'S**

The quality heel  
and sole with  
9 lives!



**PAW**

NON-SLIP RUBBER HEELS & SOLES

**Safeway BRUSH TOP**  
**SPOT REMOVER**

The SPOT REMOVER that cleans clothing, fabrics, home and auto upholstery. 10c and 25c at all 5c and 10c, dept. and drug stores. Or send 25c for large 5-oz. package. Safeway Chemical Co., 6912 Lorain Ave., Cleveland, O.



BRUSHES SPOTS AWAY

## PICTURES TO THE EDITORS

(continued)

### SUN'S TRICK

Sirs:

The enclosed picture may seem to violate all the physics of light and shadow because the shadow seems to face the object which casts it. Actually it is only an experiment to show that the old rule of always shooting a photograph with the sun at your back is not infallible. The man in the center is my son, but the shadow belongs to me. I snapped this picture as the sun was setting at my back.

H. B. CHIPMAN

Winnipeg, Canada



*Old Crow has  
toasted American  
victories for nearly  
a century*



THOSE IN THE KNOW -  
ASK FOR



BOTTLED IN BOND



*A Truly Great Name*  
AMONG AMERICA'S GREAT WHISKIES

*Time alone can prove a whiskey great,  
and Time has long since proved the  
greatness of Old Crow.*

**WAR NOTE:** Our distilleries are engaged in the production of alcohol for war purposes. The Old Crow being sold today comes from reserve stocks made long before America entered the war. These stocks are necessarily limited. So be patient if you cannot get all you want when you want it. This whiskey is four years old.

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Products Corporation, N. Y.



**OUR TRADE MARK**  
**WINDBREAKER**  
REG. U. S. PAT. OFF.

BUY WAR BONDS

ALSO ADOPTED BY MILITARY OFFICERS



ALSO BOYS & JUVENILES

America's Most Famous Name in Jackets

**A MASTERPIECE OF CRAFTSMANSHIP**  
WHITMAN SHOWER-PROOF GABARDINE  
FULL LINED WITH BRYBRO RAYON  
OTHER STYLES, COLORS and LININGS  
AT LEADING STORES... OR WRITE

**JOHN RISSMAN & SON**  
MANUFACTURERS • CHICAGO

\$8.95

*You Can't Always Buy*

**Wedgewood**  
PANETELAS

Our production is limited and we satisfy the demand of the boys in service, first.

BUT if your cigar store happens to have them...and if your taste runs to quality rather than size, you may find a new smoking thrill in WEDGEWOOD.

**A GOOD 5¢ CIGAR**

PENNSSTATE CIGAR CORP.  
ALLEGHENY AVE. & BOUDINOT ST., PHILA., PA.

**THIS STROP**

gives **DURHAM** blades **NINE LIVES**



If you're the lucky owner of a Durham Duplex Razor\*, this Victory Strop will make your long-lasting Durham blades last even longer. Durham's famous hollow-ground blades are twice thicker—to take repeated stroppings for "new blade" smoothness every shave.

\*In case you don't own a Durham Razor, you may still find one at your drugstore.

Send \$1 direct for special Durham strop outfit. Can be used only on Durham Duplex Blades. Sorry, No C. O. D.'s.

DURHAM-ENDERS RAZOR CORP., Dept. L, MYSTIC, CONN.

## PICTURES TO THE EDITORS

(continued)

### BARBERSHOP BLUES

Sirs:

My friend Ernie Case, a barber of parts and a man of limited patience, tells me that the most harrowing trial of his trade is the barbering of the very young. At first, he says, children are fascinated by the operation, but soon they lose interest and ease absent-mindedly out of scissors range. But the real cause of the barber's

despair is that no power on earth seems able to halt this insidious evasive action. Harsh words and violence are useless.

In the enclosed sequence of pictures Mr. Case and my 4-year-old son burlesque the progress of one of these episodes from start to finish.

DOUGLAS CROCKETT  
North Hollywood, Calif.



BARBER CASE SURVEYS THE TERRAIN



HIS DIFFICULTIES BEGIN IMMEDIATELY



THE SUBJECT'S OPPOSITION INCREASES



SLY RUSE IS TEMPORARILY EFFECTIVE



A PERIOD OF TOTAL CHAOS BEGINS



BARBER GIVES UP. LEARNS NEW TRADE

## GOT CLOTHESPIN NOSE

FROM A **SUMMER COLD?**



Let a Luden's go to work on that "stuffy head." As it melts in your mouth, it releases penetrating menthol vapor which rises with every breath to help relieve clogged nasal passages!



**NEW! LUDEN'S HONEY-LICORICE COUGH DROPS!**

Here's a new flavor in cough relief by the makers of Luden's Menthol Cough Drops. Both are medicated. Both 5¢.

## CORNS GO -while YOU carry on!

Dr. Scholl's 4-Way Relief Acts Instantly

1. Sends pain flying
2. Quickly removes corns
3. Prevents corns, sore toes, blisters
4. Eases tight shoes



LOSE no time these precious days! Dr. Scholl's Zino-pads speedily relieve your misery from corns and gently remove them—while you carry on! Instantly stop tormenting shoe friction; lift painful pressure; make you truly foot-happy.

NOTE: If corns have formed, use the separate Medications supplied for removing them. The pads alone will give you immediate relief and prevent sore toes, corns, blisters from new or tight shoes—another advantage of Dr. Scholl's Zino-pads over old-time caustic liquids and plasters. At Drug, Shoe, Department Stores, Toilet Goods Counters. Cost but a trifle.

## Dr. Scholl's Zino-pads

### TENDER, HOT FEET

Dr. Scholl's Foot Powder quickly relieves hot, tender, perspiring feet. Soothing. Eases new or tight shoes. Send it to the boys in Service, 35¢.



### OUR MEN NEED \* BOOKS \*

SEND ALL YOU CAN SPARE



Pass Along This Copy of LIFE

Chances are that a service man would like this copy of LIFE when you have finished with it. Turn it in to your nearest U.S.O. or canteen.



Nothing takes the  
place of  
**BACARDI**



## Internationally Famous Since 1862

BACARDI! More than a name—a custom, a tradition, an edict among knowing palates the world over. For only Bacardi has that inimitable Bacardi flavor and quality—its secret formula jealously safeguarded, never duplicated. Once you taste Bacardi you, too, will agree that nothing takes its place.

**AND REMEMBER... NOTHING TAKES THE PLACE OF WAR BONDS**

A Bacardi Cocktail **MUST** be made with Bacardi (Ruling of the N.Y. Supreme Court, April 28, 1936) RUM—89 PROOF—Schenley Import Corp., N. Y. Copyright 1943



AWARDED 35 MEDALS FOR EXCELLENCE OF QUALITY





# LUCKY STRIKE MEANS FINE TOBACCO!

"Tobacco Expert." Painted from real life in the tobacco country by Joe Jones



**...YES, LUCKY STRIKE MEANS FINE TOBACCO!**  
**So Round, So Firm, So Fully Packed—So Free and Easy On The Draw**